

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 27, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	28.0	22,820
2	BOB HOPE COMEDY SPECIAL(S)	22.6	18,420
3	NFL MONDAY NIGHT FOOTBALL	21.7	17,690
4	THREE'S COMPANY	21.6	17,600
5	CODE RED(S)	21.3	17,360
6	60 MINUTES	21.1	17,200
7	DIFF'RENT STROKES#	20.9	17,030
7	DUKES OF HAZZARD	20.9	17,030
9	NFL FOOTBALL SPECIAL(S)	20.2	16,460
10	TOO CLOSE FOR COMFORT	19.6	15,970
11	WALT DISNEY#	19.3	15,730
12	M*A*S*H	19.2	15,650
13	QUINCY, M.E.#	18.8	15,320
14	LAVERNE & SHIRLEY	18.5	15,080
15	BEST OF THE WEST	18.4	15,000
16	ALICE	18.2	14,830
17	DALLAS	17.8	14,510
17	JEFFERSONS	17.8	14,510
19	HAPPY DAYS	17.5	14,260

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	19.4	41,940
2	BOB HOPE COMEDY SPECIAL(S)	16.9	36,510
3	CODE RED(S)	16.8	36,240
4	DUKES OF HAZZARD	16.5	35,600
5	WALT DISNEY#	16.1	34,690
6	DIFF'RENT STROKES#	15.3	33,040
7	THREE'S COMPANY	14.9	32,230
8	60 MINUTES	14.7	31,800
9	LAVERNE & SHIRLEY	14.2	30,680
10	HAPPY DAYS	13.7	29,460
11	NFL MONDAY NIGHT FOOTBALL	13.6	29,250
12	NFL FOOTBALL SPECIAL(S)	13.5	29,190
13	GREATEST AMERICAN HERO	13.2	28,380
14	ALICE	13.0	28,010
15	M*A*S*H	12.8	27,620
16	INCREDIBLE HULK	12.5	26,870
17	TOO CLOSE FOR COMFORT	12.5	26,850
18	JEFFERSONS	12.4	26,780
19	BEST OF THE WEST	12.3	26,470

### WOMEN (18+)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.7	19,250
2	BOB HOPE COMEDY SPECIAL(S)	18.3	15,480
3	CODE RED(S)	17.6	14,930
4	THREE'S COMPANY	17.2	14,530
5	60 MINUTES	16.4	13,930
6	QUINCY, M.E.#	16.3	13,840
7	JEFFERSONS	16.2	13,700
8	M*A*S*H	16.0	13,540
9	DIFF'RENT STROKES#	15.9	13,480
10	ALICE	15.7	13,270
11	TOO CLOSE FOR COMFORT	15.3	12,980
12	HOUSE CALLS	14.7	12,450
13	DALLAS	14.6	12,340
14	LAVERNE & SHIRLEY	14.5	12,280
15	DUKES OF HAZZARD	14.4	12,210
16	LITTLE HOUSE-PRAIRIE#	14.1	11,980
17	MAGNUM, P.I.	14.0	11,860
18	HART TO HART	14.0	11,820

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	23.4	17,790
2	NFL MONDAY NIGHT FOOTBALL	22.0	16,780
3	NFL FOOTBALL SPECIAL(S)	20.6	15,680
4	60 MINUTES	18.8	14,310
5	BOB HOPE COMEDY SPECIAL(S)	18.3	13,950
6	CODE RED(S)	17.4	13,240
7	CBS NFL FTBL GM 1	15.0	11,410
8	CBS SAT. NIGHT MOVIE	14.8	11,280
9	CBS NFL FTBL GM 2	14.6	11,110
10	NFL FOOTBALL GAME 1-NBC	13.4	10,220
11	BIG EVENT#	13.3	10,160
12	NCAA FOOTBALL GAME 2#	13.3	10,110
13	ALICE	13.2	10,080
14	SALEM'S LOT(S)	13.1	10,010
15	DUKES OF HAZZARD	13.1	9,960
16	JEFFERSONS	13.1	9,950
16	TAXI#	13.1	9,950
18	ARCHIE BUNKER'S PLACE	12.7	9,700
19	WALT DISNEY#	12.7	9,670
20	ABC SUNDAY NIGHT MOVIE	12.7	9,640

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 27, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.0	11,700
2	CODE RED(S)	17.5	9,320
3	THREE'S COMPANY	17.3	9,190
4	LAVERNE & SHIRLEY	16.5	8,760
5	BOB HOPE COMEDY SPECIAL(S)	16.3	8,640
6	QUINCY, M.E.#	16.1	8,560
7	M*A*S*H	15.6	8,280
8	HAPPY DAYS	15.3	8,150
9	ABC SUNDAY NIGHT MOVIE	14.8	7,850
10	TOO CLOSE FOR COMFORT	14.5	7,700
11	JEFFERSONS	14.3	7,590
12	DIFF'RENT STROKES#	14.1	7,490
13	GREATEST AMERICAN HERO	13.9	7,390
14	DALLAS	13.8	7,340
15	ALICE	13.6	7,230
16	HOUSE CALLS	13.5	7,180
17	HART TO HART	13.5	7,150
18	DUKES OF HAZZARD	13.4	7,130

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.0	6,470
2	J. CARSON ANNIVERSARY SP.(S)	24.3	6,280
3	BOB HOPE COMEDY SPECIAL(S)	22.1	5,730
4	REAL PEOPLE	21.6	5,600
5	MAGNUM, P.I.	21.3	5,500
6	LOVE LETTER TO JACK BENNY(S)	21.1	5,460
7	JEFFERSONS	20.8	5,390
8	ALICE	20.7	5,350
9	DIFF'RENT STROKES#	19.7	5,100
10	ONE DAY AT A TIME	18.7	4,850
11	HAYWIRE(S)	18.4	4,750
12	ARCHIE BUNKER'S PLACE	18.2	4,710
12	LITTLE HOUSE-PRAIRIE#	18.2	4,710
14	CODE RED(S)	17.8	4,610
15	NBC THURSDAY NIGHT MOVIES#	17.4	4,510
16	QUINCY, M.E.#	16.9	4,380
16	WALT DISNEY#	16.9	4,380
18	THREE'S COMPANY	16.8	4,350
19	DUKES OF HAZZARD	16.8	4,340
20	TOO CLOSE FOR COMFORT	16.7	4,320

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	J. CARSON ANNIVERSARY SP.(S)	22.6	11,530
2	NFL MONDAY NIGHT FOOTBALL	22.0	11,220
3	NFL FOOTBALL SPECIAL(S)	20.2	10,280
4	CODE RED(S)	17.4	8,850
5	60 MINUTES	15.5	7,880
6	CBS NFL FTBL GM 2	15.3	7,820
7	BOB HOPE COMEDY SPECIAL(S)	15.2	7,730
8	CBS NFL FTBL GM 1	15.1	7,720
9	BIG EVENT#	14.8	7,560
10	TAXI#	14.4	7,320
11	ABC SUNDAY NIGHT MOVIE	14.2	7,250
12	CBS SAT. NIGHT MOVIE	14.0	7,130
13	NFL FOOTBALL GAME 1-NBC	13.4	6,840
14	20/20#	13.3	6,770
15	GREATEST AMERICAN HERO	12.8	6,540
16	THAT'S INCREDIBLE	12.3	6,250
17	NCAA FOOTBALL GAME 2#	11.9	6,070
18	BEST OF THE WEST	11.9	6,050
19	SALEM'S LOT(S)	11.7	5,950
20	THREE'S COMPANY	11.6	5,940

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	28.2	5,580
2	BOB HOPE COMEDY SPECIAL(S)	24.9	4,930
3	J. CARSON ANNIVERSARY SP.(S)	24.0	4,750
4	NFL FOOTBALL SPECIAL(S)	21.3	4,230
5	NFL MONDAY NIGHT FOOTBALL	21.0	4,160
6	ALICE	20.2	4,010
7	ARCHIE BUNKER'S PLACE	19.1	3,780
7	JEFFERSONS	19.1	3,780
9	ONE DAY AT A TIME	18.2	3,600
10	CODE RED(S)	18.1	3,590
11	REAL PEOPLE	17.8	3,530
12	WALT DISNEY#	17.7	3,500
13	DIFF'RENT STROKES#	17.4	3,440
14	LOVE LETTER TO JACK BENNY(S)	16.9	3,350
15	NCAA FOOTBALL GAME 2#	16.8	3,330
16	NBC NIGHTLY NEWS	16.5	3,270
17	TRAPPER JOHN, M.D.	16.2	3,210
18	CBS SAT. NIGHT MOVIE	16.1	3,190
19	DUKES OF HAZZARD	16.0	3,170
20	MAGNUM, P.I.	15.3	3,040

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
													WOMEN					MEN														
													18-34					18-49					25-34					TOTAL		TOTAL		
													35-64					45-54					55+					TOTAL		TOTAL		
*EVENING																																
ABC FRIDAY NIGHT MOVIE										37	187	188	A 12.1 22 986	1555	721	315	836	318	461	404	384	301	583	190	367	335	321	174	65^ 28v	71^ 54^		
FRI. 9.00P 120 ABC FF										96	98	B 12.2 21 994																				
9.00 - 9.30												A 11.6 20 945	1565	735	322	869	341	488	418	390	312	551	198	369	305	288	162	63^ 24v	82^ 59^			
9.30 - 10.00												A 11.8 21 962	1547	736	319	848	319	454	380	385	322	570	205	372	311	290	169	51^ 25v	78^ 55^			
10.00 - 10.30												A 12.4 23 1011	1534	710	299	807	299	431	388	370	303	592	172	366	348	340	184	65^ 36^	70^ 56^			
10.30 - 11.00												A 12.5 24 1019	1581	712	320	823	308	469	431	394	272	618	180	360	371	365	185	85^ 31^	55^ 45^			
ABC NEWSBRIEF-M-F										238	184	187	A 16.4 27 1337	1749	660	295	735	299	458	393	315	228	644	276	423	362	287	177	154	67	216	141
M & F 8.58P										1	ABC	N	96	97	B 15.9 26 1296																	
1 TU & W 9.58P										1																						
1 THU. 10.13P										1																						
2 TU&TH 9.58P										1																						
2 WED. 9.57P										2																						
ABC NEWSBRIEF-SAT.										48	195	192	A 17.9 33 1459	1831	732	250	796	276	448	393	319	308	531	196	313	263	245	204	210	87	294	225
SAT. 9.58P										1	ABC	N	97	98	B 19.8 35 1614																	
ABC NEWSBRIEF-SUN.										48	194	195	A 15.7 24 1280	2059	782	369	848	416	618	502	323	177	773	390	606	475	331	145	233	81^	205	129
1 SUN. 9.29P										1	ABC	N	98	98	B 13.5 22 1100																	
2 SUN. 9.50P										2																						
ABC SPORTSBRIEF-SAT										3	190	190	A 15.4 28 1255	1809	715	291	797	291	486	389	295	291	570	226	365	322	242	172	177	84^	265	195
1 SAT. 8.58P										1	ABC	N	98	97	B 14.5 26 1182																	
2 SAT. 9.09P										2																						
ABC SPORTSBRIEF-SUN										3	191	191	A 12.3 21 1002	2145	714	382	851	418	639	538	371	169	571	262	420	369	274	125	282	153	441	298
SUN. 7.57P										2	ABC	N	99	99	B 11.6 20 945																	
ABC SUNDAY NIGHT MOVIE										45	196	196	A 15.1 24 1231	2008	814	382	877	383	636	543	390	178	783	347	588	502	380	147	180	63^	168	94^
1 SUN. 9.30P 90 ABC FF										98	99	B 17.5 28 1426																				
2 SUN. 8.00P 145																																
8.00 - 8.30												A 13.1 21 1068	2355	787	426	911	457	794	629	431	80^	777	381	638	530	372	101^	305	123^	362	237	
8.30 - 9.00												A 14.5 22 1182	2279	866	491	939	470	812	647	433	91^	845	410	677	609	413	102^	265	105^	230	129^	
9.00 - 9.30												A 14.4 22 1174	2142	869	459	919	503	773	589	356	109^	776	456	658	505	287	97^	223	54^	224	139^	
9.30 - 10.00												A 16.4 26 1337	2003	810	352	863	388	588	511	345	210	783	345	581	479	368	164	181	61^	176	102	
10.00 - 10.30												A 15.5 26 1263	1819	792	341	846	340	559	480	372	218	764	316	560	482	382	160	117	42^	92^	32^	
10.30 - 11.00												A 15.7 29 1280	1616	759	309	805	191	438	475	451	272	740	216	444	435	436	204	54^	15v	17v	LT	
ABC WORLD NEWS TONIGHT										238	197	199	A 11.3 23 921	1405	649	188	683	166	302	293	359	323	597	137	277	274	331	271	38^	23^	87	49^
M-F 6.30P 30 ABC N										98	98	B 11.8 23 962																				
ABC WRLD NEWS TONIGHT-SUN										42	135	152	A 4.4 9 359	1565	782	177^	841	279^	404	360	337	337	632	130^	337	345	377	223^	53v	36v	39v	LT
SUN. 6.30P 30 ABC N										82	86	B 8.1 16 660																				
ALICE										36	192	194	A 18.2 28 1483	1889	794	279	896	295	490	427	410	361	680	253	365	353	251	270	132	72^	181	141
1 SUN. 9.35P 30 CBS CS										99	99	B 20.5 32 1671																				
2 SUN. 9.23P 30																																
ALL QUIET-WESTERN FRONT(S)										188			A 11.1 19 905	1722	736	281	826	310	497	432	382	239^	706	253^	434	420	389	216^	72^	18v	118^	84^
1 WED. 8.00P 180 CBS QD										99																						
8.00 - 8.30												A 9.2 16 750	1637	644	245^	797	232^	363	369	336	330	635	222^	371	326	352	231^	65v	30v	140^	80v	
8.30 - 9.00												A 10.1 17 823	1628	704	253^	831	254^	445	425	406	288	618	190^	323	335	347	246^	54v	18v	125^	86^	
9.00 - 9.30												A 12.4 20 1011	1695	708	290	795	288	492	440	373	229^	725	286	468	434	392	203^	60^	7v	115^	86^	
9.30 - 10.00												A 11.8 20 962	1741	718	296	795	325	508	423	359	212^	744	309	500	456	390	192^	79^	13v	123^	88^	
10.00 - 10.30												A 12.0 21 978	1765	796	320	851	371	572	445	385	196^	747	272	478	471	411	202^	62^	16v	105^	75^	
10.30 - 11.00												A 11.4 21 929	1773	800	264	862	358	560	466	419	197^	721	219^	423	449	419	225^	91^	18v	99^	79^	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	WOMEN 18-25-54		35-64	55+	TOTAL	18-34	MEN 18-25-54		35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																				
ANSON 'N' LORRIE(S)														A	9.8	19	799	1747	802	410	874	262^	503	458	444	318	537	154^	268^	243^	227^	234^	190^	79^	146^	129^
1 SAT. 10.00P 60 NBC GV																																				
10.00 - 10.30														A	10.1	19	823	1745	803	416	876	274^	511	462	427	311	505	133^	243^	223^	222^	231^	185^	74^	179^	157^
10.30 - 11.00														A	9.4	18	766	1752	807	408	878	250^	497	458	463	326	571	179^	296^	265^	231^	238^	193^	83^	110^	99^
ARCHIE BUNKER'S PLACE														A	15.9	25	1296	1753	701	286	777	193	359	344	371	363	749	246	421	401	314	291	54^	18^	173	106
1 SUN. 8.35P 30 CBS CS														B	18.2	30	1483																			
2 SUN. 8.23P 30																																				
BARBARA MANDRELL														A	12.8	24	1043	1929	815	232	884	232	425	396	397	388	625	162	312	283	299	267	228	118	192	123
SAT. 8.00P 60 NBC GV														B	14.5	27	1182																			
8.00 - 8.30														A	12.6	24	1027	1950	810	220	876	230	414	384	387	394	638	174	330	290	296	268	236	121	200	128
8.30 - 9.00														A	13.1	24	1068	1882	809	239	879	230	429	401	403	378	602	147	293	273	297	258	217	115	184	114
BENSON														A	15.0	28	1223	1753	700	307	801	295	445	363	329	310	491	184	284	216	225	182	151	81^	310	219
FRI. 8.00P 30 ABC CS														B	14.5	27	1182																			
BEST OF THE WEST														A	18.4	31	1500	1765	598	245	643	270	415	360	260	193	611	281	403	368	259	176	169	92	342	248
1 THU. 8.00P 30 ABC CS														B	18.4	31	1500																			
2 THU. 8.30P 30																																				
BIG EVENT														A	15.5	27	1263	1854	653	280	723	315	539	445	387	128^	805	389	599	432	351	147^	197	86^	129^	96^
1 SUN. 9.00P 120 NBC FV														B	17.4	28	1418																			
9.00 - 9.30														A	11.7	19	954	1873	687	273	753	298	523	459	397	165^	725	292	522	429	382	133^	216^	109^	179^	131^

9.30 - 10.00	A 15.1	25	1231	1946	665	274	738	296	547	487	407	135^	837	403	627	451	386	144^	200	82^	171^	108^			
10.00 - 10.30	A 17.2	30	1402	1831	630	270	692	313	529	435	379	108^	829	408	619	437	353	152^	195	79^	115^	91^			
10.30 - 11.00	A 18.1	34	1475	1768	638	294	714	340	550	424	374	115^	797	415	597	412	297	148^	183	80^	74^	63^			
BOB HOPE COMEDY SPECIAL(S)																									
2 SUN. 8.00P 60 NBC GV	207	99	A 22.6	35	1842	1982	760	269	840	299	469	410	299	311	757	305	420	399	294	267	199	82^	186	136	
8.00 - 8.30	A 20.2	32	1646	2033	749	259	833	311	482	409	295	292	781	344	437	402	276	275	198	84^	221	156			
8.30 - 9.00	A 25.0	38	2038	1938	768	276	843	287	457	413	304	324	737	273	407	394	308	262	202	82^	156	120			
CBS EVENING NEWS-RATHER																									
M-F 6.30P 30 CBS N	239	197	196	A 11.4	23	929	1642	711	231	767	141	277	306	352	417	692	155	326	306	322	325	82	40^	101	60^
		99	98	B 13.6	26	1108																			
CBS SAT. NEWS-SCHIEFFER																									
SAT. 6.30P 30 CBS N	47	148	138	A 9.0	20	734	1749	777	236	808	180	301	262	355	448	740	147^	357	353	397	317	60^	LT	141^	76^
		86	85	B 9.6	21	782																			
CBS SAT. NIGHT MOVIE																									
1 SAT. 9.00P 120 CBS FF	17	194	191	A 16.2	30	1320	1992	706	233	771	285	444	388	377	253	854	305	540	504	450	241	152	56^	215	161
2 SAT. 9.00P 90		98	99	B 12.5	25	1019																			
9.00 - 9.30	A 15.7	28	1280	2079	681	247	746	266	422	371	372	255	838	302	522	497	438	241	171	63^	324	228			
9.30 - 10.00	A 15.4	28	1255	2022	691	223	760	273	437	392	382	244	837	295	525	507	451	229	175	63^	250	194			
10.00 - 10.30	A 16.4	31	1337	1924	716	208	779	298	437	397	376	257	841	312	539	489	436	235	147	58^	157	121			
10.30 - 11.00	A 18.8	37	1532	1886	742	265	803	319	496	391	367	252	928	315	592	520	490	278	86^	29^	69^	60^			
CBS TUESDAY NIGHT MOVIES																									
1 TUE. 9.00P 120 CBS FF	29	180	94	A 13.6	23	1108	1734	856	367	945	367	582	588	455	231	595	208^	352	303	283	186^	127^	44^	67^	36^
				B 16.5	27	1345																			
9.00 - 9.30	A 12.2	20	994	1783	867	379	941	322	547	563	455	273	608	208^	376	320	286	187^	133^	40^	101^	57^			
9.30 - 10.00	A 13.3	22	1084	1761	851	402	928	366	572	572	428	229	597	196^	354	310	290	190^	129^	43^	107^	70^			
10.00 - 10.30	A 14.3	25	1165	1739	865	345	958	384	586	605	473	221	609	214	357	314	296	185^	131^	53^	41^	22^			
10.30 - 11.00	A 14.8	27	1206	1627	824	336	927	385	608	589	443	199	558	207	321	264	254	180^	121^	40^	21^	LT			



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																														
CHIPS																														
2	SUN.	7.00P	60	NBC	OP	35	205	A 13.0	23	1060	2173	772	190^	789	345	519	404	257	250	789	443	528	432	200^	205^	146^	44^	449	278	
		7.00 - 7.30						B 17.3	29	1410																				
		7.30 - 8.00						A 10.9	20	888	2113	760	130^	776	330	482	381	230^	281	815	454	541	452	184^	228^	110^	30^	412	264^	
								A 15.0	26	1223	2223	783	233	800	358	549	420	273	229	773	440	522	418	207	189^	170^	52^	480	288	
CODE RED(S)																														
1	SUN.	8.00P	90	ABC	FF	196	98	A 21.3	35	1736	2088	780	340	861	347	537	512	374	265	763	291	510	443	382	207	135^	46^	329	196	
		8.00 - 8.30						A 17.8	30	1451	2138	764	364	834	353	545	520	365	235	702	274	477	419	357	184	139^	41^	463	260	
		8.30 - 9.00						A 22.5	37	1834	2121	782	325	865	356	541	505	372	267	774	299	502	435	377	221	137	45^	345	218	
		9.00 - 9.30						A 23.7	39	1932	2011	781	334	871	332	525	505	380	286	796	298	539	464	402	213	131	51^	213	126	
CRASH ISLAND(S)																														
1	TUE.	8.00P	60	NBC	A	188	90	A 13.2	23	1076	1764	645	286	672	164^	328	326	324	288	633	197^	303	288	309	259	209^	119^	250	181^	
		8.00 - 8.30						A 12.9	22	1051	1775	668	310	701	175^	348	337	329	300	630	199^	291	281	301	261	221^	134^	223^	168^	
		8.30 - 9.00						A 13.5	23	1100	1750	623	262	644	152^	308	313	318	279	635	197^	316	294	315	256	195^	104^	276	192^	
DALLAS																														
	FRI.	10.00P	60	CBS	GD	41	199	A 17.8	33	1451	1716	781	285	850	331	506	420	361	277	560	220	350	335	252	165	113	57^	193	144	
		10.00 - 10.30						B 25.8	46	2103																				
		10.30 - 11.00						A 17.7	33	1443	1739	774	293	846	326	505	419	365	279	563	226	355	341	254	163	111	54^	219	158	
DIFFERENT STROKES																														
1	WED.	9.00P	60	NBC	CS	40	198	A 20.9	34	1703	1940	747	282	791	275	438	371	320	300	530	167	290	258	218	202	212	119^	407	275	
		9.00 - 9.30						B 19.8	32	1614																				
								A 20.5	34	1671	1969	763	279	797	258	429	384	328	317	539	153	287	269	238	209	214	117^	419	283	
9.30 - 10.00																														
DUKES OF HAZZARD																														
	FRI.	9.00P	60	CBS	CS	40	201	A 20.9	37	1703	2090	685	216	717	259	420	341	295	255	583	205	347	322	290	186	199	76	591	386	
		9.00 - 9.30						B 22.9	40	1866																				
		9.30 - 10.00						A 20.0	35	1630	2139	700	213	734	274	424	351	291	261	584	203	338	318	295	191	195	73^	626	406	
								A 21.8	38	1777	2039	666	215	697	245	410	335	295	246	583	206	357	326	283	182	203	80	556	367	
DYNASTY																														
	WED.	10.00P	60	ABC	GD	9	198	A 13.9	25	1133	1524	772	275	823	352	525	457	364	205	526	190	328	317	255	150	121	71^	54^	35^	
		10.00 - 10.30						B 11.8	21	962																				
		10.30 - 11.00						A 13.5	23	1100	1504	751	276	793	319	501	461	367	202	507	177	319	308	252	145	134	71^	70^	42^	
								A 14.3	27	1165	1539	794	272	850	383	550	451	362	206	543	202	339	324	258	153	106	68^	40^	27^	
ENOS																														
1	SAT.	8.00P	60	CBS	CS	10	176	A 12.1	24	986	2093	693	272	781	310	500	358	337	245	658	314	450	358	293	174^	161^	105^	493	380	
		8.00 - 8.30						B 10.7	24	872																				
		8.30 - 9.00						A 10.9	22	888	2116	718	293	804	321	539	391	364	233^	670	326	450	373	292	175^	149^	96^	493	372	
								A 13.3	25	1084	2064	671	254	760	297	468	331	314	256	644	308	448	343	289	171^	167^	112^	493	388	
EVERY STRAY DOG AND KID(S)																														
2	MON.	8.00P	60	NBC	GD	212	99	A 15.6	25	1271	1662	749	226	773	236	379	342	287	331	525	187	252	195	155^	231	127^	92^	237	186^	
		8.00 - 8.30						A 15.4	25	1255	1668	745	226	766	220	354	331	291	340	527	185^	254	191	154^	232	135^	102^	240	188^	
		8.30 - 9.00						A 15.9	25	1296	1634	746	223	768	246	398	350	280	317	515	188	247	195	152^	227	118^	81^	233	183^	
FANTASY ISLAND																														
1	SAT.	10.00P	60	ABC	A	41	198	A 15.4	30	1255	1982	710	95^	731	267	507	438	357	188^	599	274	452	357	283	147^	391	201	261	206	
		10.00 - 10.30						B 18.6	35	1516																				
		10.30 - 11.00						A 15.8	30	1288	1934	702	107^	722	250	490	433	358	194	584	261	441	348	284	143^	358	184	270	212	
								A 15.1	29	1231	2010	711	83^	733	283	518	438	354	179^	609	288	461	362	277	148^	421	216	247	198	
FUTURE:WHAT'S NEXT(S)																														
1	TUE.	8.00P	60	CBS	GD	185	98	A 10.5	18	856	1904	674	373	838	307	463	361	367	324	719	241^	384	367	324	278	153^	23^	194^	100^	
		8.00 - 8.30						A 10.0	17	815	1955	653	439	921	368	526	342	387	344	702	235^	364	359	313	276^	133^	22^	199^	93^	
		8.30 - 9.00						A 11.0	19	897	1843	689	311	755	245^	400	378	350	302	736	249^	404	374	330	279	165^	23^	187^	105^	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														WOMEN					MEN																	
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																				
GAMES PEOPLE PLAY														A 9.4	16	766	1932	779	273	817	247	400	327	338	373	717	268	413	378	331	248	138^	55^	260	173	
THU. 8.00P 60 NBC PV														B 9.4	16	766																				
8.00 - 8.30														A 9.1	16	742	1841	752	240	789	232	361	302	335	377	693	255	387	359	322	247	126^	45^	233	150^	
8.30 - 9.00														A 9.6	16	782	2023	815	309	850	263	439	350	346	372	740	277	433	400	340	251	148^	61^	285	198	
GET HIGH ON YOURSELF(S)														A 12.4	21	1011	1893	651	310	751	308	500	418	334	212^	564	221^	395	365	303	97^	289	152^	289	223^	
1 SUN. 8.00P 60 NBC GD														A 12.3	21	1002	1875	630	298	743	289	486	408	334	218^	561	218^	392	358	300	96^	268	137^	303	243	
8.00 - 8.30														A 12.4	20	1011	1922	677	321	767	332	521	432	337	208^	569	225^	398	373	305	100^	310	166^	276	203^	
8.30 - 9.00																																				
GREATEST AMERICAN HERO														A 17.3	28	1410	2011	667	322	738	382	523	424	272	167	603	322	462	385	243	102	240	99	430	261	
1 WED. 8.00P 60 ABC CS														B 18.4	30	1500																				
2 WED. 8.00P 120																																				
8.00 - 8.30														A 16.0	28	1304	2035	659	305	731	358	488	407	273	190	596	311	448	380	240	110	224	90^	484	278	
8.30 - 9.00														A 17.4	29	1418	2114	695	327	763	398	539	433	268	171	596	319	467	389	239	95	244	108	511	312	
9.00 - 9.30														A 18.7	29	1524	1913	628	322	688	388	530	411	251	128^	609	343	484	392	239	83^	242	83^	374	235	
9.30 - 10.00														A 18.3	29	1491	1869	670	339	755	400	555	446	288	155^	623	322	466	385	263	114^	249	103^	242	160	
HAPPY DAYS														A 17.5	30	1426	2066	717	320	793	374	572	465	302	167	519	219	354	289	219	143	263	141	491	361	
TUE. 8.00P 30 ABC CS														B 18.7	31	1524																				
HART TO HART														A 17.3	30	1410	1607	746	307	838	321	507	470	350	266	557	233	366	306	223	173	135	54^	77^	56^	
TUE. 10.00P 60 ABC PD														B 19.1	32	1557																				
10.00 - 10.30														A 17.7	30	1443	1620	746	305	832	317	500	477	345	268	562	229	366	309	233	173	145	59^	81^	61^	
10.30 - 11.00														A 16.8	30	1369	1596	753	311	848	328	514	461	355	267	554	236	365	304	214	174	123	48^	71^	51^	
HAYWIRE(S)														A 14.7	24	1198	1510	888	288	951	261	460	421	524	396	428	85^	163^	184^	264	212	67^	43^	64^	28^	
2 WED. 8.00P 180 CBS GD														A 12.7	21	1035	1557	817	261	903	257	402	383	444	419	469	112^	190^	165^	237	248	58^	38^	127^	51^	
8.00 - 8.30														A 13.2	21	1076	1645	904	297	1025	311	510	447	516	418	449	81^	155^	174^	247	250	56^	35^	115^	41^	
8.30 - 9.00														A 14.3	22	1165	1527	914	273	991	301	490	440	531	397	397	60^	133^	162^	247	218	46^	22^	93^	32^	
9.00 - 9.30														A 16.6	26	1353	1535	921	289	979	287	475	427	529	396	425	88^	151^	194	265	211	82^	50^	49^	27^	
9.30 - 10.00														A 16.6	28	1353	1430	896	300	926	236	447	411	549	381	405	80^	163^	186	282	179	88^	58^	11^	11^	
10.00 - 10.30														A 14.7	27	1198	1408	877	307	899	188^	439	424	562	380	425	78^	183^	217	304	180^	70^	53^	14^	14^	
10.30 - 11.00														A 11.2	20	913	2004	642	197^	703	212^	346	366	295	299	643	201^	413	393	366	180^	115^	39^	543	338	
HERE'S BOOMER(S)														A 10.0	19	815	1934	650	211^	704	202^	335	360	286^	311	655	201^	435	394	369	186^	88^	33^	487	313	
1 SUN. 7.00P 60 NBC GV														A 12.3	22	1002	2067	643	187^	707	221^	359	374	304	290	634	198^	392	397	366	175^	135^	40^	591	359	
7.00 - 7.30																																				
7.30 - 8.00																																				
HOUSE CALLS														A 16.9	27	1377	1645	801	343	904	339	521	467	378	299	532	218	324	261	210	165	144	88	65^	49^	
MON. 9.30P 30 CBS CS														B 20.4	32	1663																				
INCREDIBLE HULK														A 15.3	28	1247	2155	693	193	752	284	415	373	287	276	605	232	351	298	270	200	197	85^	601	372	
FRI. 8.00P 60 CBS SF														B 14.6	27	1190																				
8.00 - 8.30														A 13.8	26	1125	2096	687	169	750	277	396	358	281	291	587	214	327	262	262	209	185	78^	574	352	
8.30 - 9.00														A 16.6	29	1353	2223	706	213	763	294	436	391	296	267	626	251	377	329	278	193	205	89	629	393	
IT'S A LIVING														A 14.8	26	1206	1839	723	334	830	304	491	397	371	304	467	195	289	210	204	160	171	92^	371	262	
FRI. 8.30P 30 ABC CS														B 14.8	26	1206																				
IT'S A LIVING SPECIAL(S)														A 8.6	15	701	1906	727	367	787	440	616	417	292^	126^	686	412	595	437	261^	91^	239^	92^	194^	106^	
2 SUN. 10.25P 30 ABC CS																																				
J. CARSON ANNIVERSARY SP.(S)														A 28.0	44	2282	1838	773	307	844	305	513	476	353	276	779	340	505	474	333	208	140	52^	75^	55^	
CONT'D																																				

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
								TOTAL PERSONS OF (2+)		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	LADY WORK-HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																		
J. CARSON ANNIVERS-CONT'D																																		
2	SUN.	9.00P	120	NBC	GV		99																											
		9.00 - 9.30				A	26.1	39	2127	1899	775	337	854	309	507	458	338	292	779	340	484	469	315	215	151	52^	115	87^						
		9.30 - 10.00				A	28.3	42	2306	1825	764	338	843	306	492	449	334	296	746	332	471	445	299	213	143	52^	93^	69^						
		10.00 - 10.30				A	28.7	46	2339	1791	758	286	829	287	496	474	363	274	772	326	498	469	342	212	137	56^	53^	39^						
		10.30 - 11.00				A	28.9	52	2355	1842	795	271	850	319	553	523	370	244	818	361	562	509	365	193	132	48^	42^	27^						
JEFFERSONS																																		
1	SUN.	10.05P	30	CBS	CS	36	192	194		A	17.8	29	1451	1846	839	274			945	338	524	450	397	373	685	273	380	349	242	260	117	80^	99	71^
2	SUN.	9.53P	30			B	21.4	34	1744																									
KNOTS LANDING																																		
1	THU.	10.00P	60	CBS	GD	12	194	196		A	12.3	23	1002	1530	757	249			834	292	456	430	334	286	541	274	365	276	178	141	84^	57^	71^	50^
2	THU.	10.33P	60			B	12.8	23	1043																									
		10.00 - 10.30				A	12.5	21	1019	1650	795	308	876	345	487	462	307	293	548	322	421	266	165^	102^	139^	106^	87^	62^						
		10.30 - 11.00				A	12.3	22	1002	1579	799	220	859	303	472	438	340	295	574	291	378	288	177	158	79^	48^	67^	47^						
		11.00 - 11.30				A	11.9	26	970	1334	653	234^	758	226^	395	389	348	270	476	200^	286	260	192^	149^	40^	27^	60^	44^						
LAVERNE & SHIRLEY																																		
	TUE.	8.30P	30	ABC	CS	39	202	199		A	18.5	31	1508	2034	706	340			813	374	579	474	323	179	527	204	350	303	248	142	263	123	431	331
						B	18.7	30	1524																									
LITTLE HOUSE-PRAIRIE																																		
1	MON.	8.00P	60	NBC	GD	44	211			A	17.1	28	1394	1797	779	300			859	318	475	413	367	338	441	140^	225	187	220	175	214	119^	283	183
		8.00 - 8.30				B	18.8	30	1532																									
						A	16.1	27	1312	1858	798	304	881	314	475	411	377	359	459	145^	234	195	241	175^	229	114^	289	182						
		8.30 - 9.00				A	18.0	28	1467	1744	768	299	842	320	474	415	361	323	424	139^	210	180	198	173	198	123^	280	184						
LOU GRANT																																		
	MON.	10.00P	60	CBS	GD	38	192	191		A	13.0	23	1060	1505	790	299			900	296	547	488	435	280	500	226	325	262	194	140	56^	28^	49^	33^
		10.00 - 10.30				B	18.0	30	1467																									
		10.30 - 11.00				A	12.9	22	1051	1534	810	318	927	328	571	487	424	286	500	224	321	259	194	139	61^	28^	46^	30^						
						A	13.1	24	1068	1465	767	280	869	266	525	487	442	272	492	224	323	263	192	139	52^	25^	52^	33^						
LOVE BOAT																																		
1	SAT.	9.00P	60	ABC	CS	44	202	196		A	16.9	30	1377	1887	737	260			810	287	472	400	315	306	544	212	347	300	249	176	213	91	320	245
2	SAT.	8.19P	101			B	21.1	38	1720																									
		8.30 - 9.00				A	11.5	20	937	1673	660	269	807	315	466	361	254	318	520	189^	333	314	259	154^	122^	82^	224^	185^						
		9.00 - 9.30				A	18.1	32	1475	1956	754	262	812	288	487	417	329	295	548	225	358	305	237	170	227	92	369	271						
		9.30 - 10.00				A	19.6	36	1597	1924	752	257	815	283	467	406	325	309	550	211	350	292	256	185	242	97	317	250						
LOVE LETTER TO JACK BENNY(S)																																		
2	THU.	9.33P	120	NBC	CV		191			A	14.2	26	1157	1664	830	244			899	200^	365	369	360	471	668	143^	320	319	390	290	63^	25^	34^	34^
		9.30 - 10.00				A	13.5	22	1100	1671	804	274	919	215	356	354	313	507	675	182^	336	341	373	282	47^	31^	30^	25^						
		10.00 - 10.30				A	14.9	25	1214	1694	797	266	869	212	369	381	328	435	700	149^	341	330	415	302	85^	36^	40^	40^						
		10.30 - 11.00				A	14.7	27	1198	1715	886	225	928	206	382	386	403	472	657	138^	316	296	377	290	60^	16^	70^	70^						
		11.00 - 11.30				A	13.9	30	1133	1591	832	222	890	174^	355	354	385	481	650	119^	300	315	387	289	51^	16^	LT	LT						
MAGNUM, P.I.																																		
	THU.	8.00P	60	CBS	PD	4	193	197		A	17.1	29	1394	1796	723	229			851	271	373	374	329	395	526	151	273	248	269	217	195	114	224	147
		8.00 - 8.30				B	14.5	25	1182																									
		8.30 - 9.00				A	15.5	27	1263	1793	738	219	865	267	368	371	332	409	540	136	271	251	289	234	181	106	207	139						
						A	18.7	31	1524	1791	710	238	838	272	378	376	329	382	512	159	274	245	256	204	205	119	236	150						
MARIE																																		
	SAT.	9.00P	60	NBC	GV	3	198	192		A	9.3	17	758	1695	741	308			874	293	464	349	337	346	476	98^	205	199	242	220	176	101^	169	135^
		9.00 - 9.30				B	10.6	19	864																									
		9.30 - 10.00				A	10.1	18	823	1688	751	298	876	277	454	346	334	359	478	90^	200	193	248	229	169	100^	165	126^						
						A	8.6	16	701	1665	716	308	852	304	468	345	332	321	467	105^	210	199	232	208</										

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														WOMEN					MEN																		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																					
M*A*S*H MON. 9.00P 30 CBS CS 41 193 196																		A 19.2 30 1565	1765	744	366	864	363	529	462	337	268	559	236	370	330	238	152	217	128	125	90
B 22.9 35 1866																																					
MORK & MINDY 2 THU. 8.00P 30 ABC CS 40 200																		A 16.3 29 1328	1741	600	169A	634	287	446	346	235	175A	579	289	405	320	238	141A	159A	86A	369	262
B 15.8 28 1288																																					
NBC FRIDAY NIGHT MOVIE FRI. 9.00P 120 NBC FF 11 184 186																		A 11.2 20 913	1795	785	293	861	290	513	491	390	283	644	242	393	372	287	217	120A	62A	170	145
B 10.8 21 880																																					
9.00 - 9.30 A 10.2 18 831																		1833	857	302	907	293	501	495	398	331	687	262	383	377	275	266	91A	59A	148	120A	
9.30 - 10.00 A 10.3 18 839																		1779	818	312	893	293	526	507	406	297	662	262	386	382	272	237	84A	54A	140A	119A	
10.00 - 10.30 A 12.0 22 978																		1792	748	284	840	290	519	482	383	265	613	224	396	362	294	188	137	69A	202	170	
10.30 - 11.00 A 12.4 23 1011																		1755	732	280	806	279	497	472	367	253	620	228	406	368	299	183	149	65A	180	159	
NBC MAGAZINE FRI. 8.00P 60 NBC DN 2 194 190																		A 10.8 19 880	1680	793	193	850	163	341	356	386	444	662	153	283	289	319	324	49A	21V	119A	90A
B 10.8 19 880																																					
8.00 - 8.30 A 10.5 20 856																		1695	789	190	854	166	345	346	383	456	656	153	285	290	319	322	53A	23V	132A	103A	
8.30 - 9.00 A 11.1 19 905																		1653	789	192	839	157	334	362	387	429	665	154	280	284	316	328	44A	19V	105A	76A	
NBC MONDAY NIGHT MOVIES MON. 9.00P 120 NBC FF 35 190 192																		A 14.1 23 1149	1626	784	275	850	273	467	470	425	287	598	222	348	317	277	195	115	59A	63A	35A
B 17.8 28 1451																																					
9.00 - 9.30 A 13.8 21 1125																		1668	776	255	833	234	434	454	423	307	607	233	362	309	272	200	115	52A	113	80A	
9.30 - 10.00 A 13.6 21 1108																		1709	812	290	872	270	480	499	443	291	635	244	379	342	294	205	115	43A	87A	46A	
10.00 - 10.30 A 14.5 24 1182																		1598	778	269	853	296	484	473	425	271	601	222	350	331	286	190	114	74A	30A	7V	
10.30 - 11.00 A 14.3 26 1165																		1543	784	287	857	297	477	464	413	286	557	198	306	284	256	191	109	65A	20V	7V	
NBC NEWS:AMER. ADVENTURE(S) 2 WED. 9.30P 90 NBC DO 197 98																		A 11.9 20 970	1676	662	237A	727	214A	375	377	305	300	740	281	491	419	362	202A	122A	31V	87A	80A
B 12.1 19 986																		1640	654	196A	714	194A	333	343	290	336	679	235A	397	308	301	246	149A	28V	98A	86A	
9.30 - 10.00 A 11.5 19 937																		1688	659	250A	714	226A	383	390	302	290	758	309	536	468	372	182A	125A	31V	91A	84A	
10.00 - 10.30 A 12.2 23 994																		1692	665	266	748	227A	408	394	318	293	782	300	540	483	411	179A	88A	31V	74A	71A	
10.30 - 11.00																																					
NBC NEWS UPDATE-M-F 1 M-F 8.58P 1 NBC N 237 173 174																		A 11.7 19 954	1759	749	253	790	206	377	364	357	357	612	185	317	285	281	246	146	69	211	158
B 14.8 24 1206																																					
2 MTUHF 8.58P 1																																					
2 WED. 9.18P 1																																					
NBC NEWS UPDATE-SAT. SAT. 8.58P 1 NBC N 48 184 184																		A 10.7 19 872	1797	831	235	879	254	444	411	395	365	583	135A	277	275	297	252	158	81A	177	111A
B 12.1 22 986																																					
NBC NEWS UPDATE-SUN. SUN. 8.58P 1 NBC N 48 183 182																		A 16.8 26 1369	1905	765	300	823	299	499	442	333	276	671	248	395	391	310	202	225	92	186	139
B 17.5 27 1426																																					
NBC NEWS UPDATE-2-M-F 1 M & W 9.58P 1 NBC N 62 176 183																		A 12.3 21 1002	1710	768	321	821	262	451	425	371	300	605	200	344	321	294	215	125	57A	159	123
B 12.2 20 994																																					
1 FRI. 9.46P 1																																					
2 TUE. 9.52P 1																																					
2 THU. 10.21P 1																																					
NBC NEWS UPDATE-2-SAT. 2 SAT. 9.58P 1 NBC N 14 171																		A 8.0 15 652	1590	690	250A	852	334A	497	329A	294A	318A	407	81V	204A	170A	245A	178A	153A	50V	178A	168A
B 9.2 17 750																																					
NBC NEWS UPDATE-2-SUN. 1 SUN. 9.54P 1 NBC N 12 188																		A 14.2 24 1157	1879	629	265	702	278	511	438	390	133A	815	377	599	461	376	148A	195A	78A	167A	108A
B 13.5 22 1100																																					
NBC NIGHTLY NEWS-SAT. SAT. 6.30P 30 NBC N 44 166 160																		A 7.5 17 611	1511	638	183A	736	84A	257	300	370	436	647	129A	304	328	319	276	62A	LT	66A	33V
B 8.5 18 693																																					



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
														WOMEN					MEN												
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
EVENING CONT'D																															
NBC NIGHTLY NEWS-SUN. 37 124 110														A 6.2 13	505	1642	696 295	843 207^	377 394	352 407	668 139^	277 279	291 351	46^	LT	85^	85^				
SUN. 6.30P 30 NBC N 69 65														B 7.5 15	611																
NBC NIGHTLY NEWS 237 208 207														A 11.5 23	937	1588	738 186	795 170	258 274	316 459	675 157	272 275	319 349	63	39^	55^	42^				
M-F 8.30P 30 NBC N 99 98														B 11.9 23	970																
NBC THURSDAY NIGHT MOVIES 39 188														A 15.2 25	1239	1521	833 298	904 228	450 421	487 364	499 149^	244 254	254 204	68^	46^	50^	25^				
1 THU. 9.00P 120 NBC FF 94														B 14.7 25	1198																
9.00 - 9.30														A 14.0 22	1141	1659	837 294	897 224	461 427	483 356	567 162^	260 295	307 222	109^	67^	86^	51^				
9.30 - 10.00														A 15.5 25	1263	1555	840 306	914 250	472 435	479 353	507 160^	252 261	257 199	88^	60^	46^	18^				
10.00 - 10.30														A 15.8 27	1288	1454	824 290	906 235	453 417	487 365	466 146^	235 237	229 195	43^	32^	39^	17^				
10.30 - 11.00														A 15.5 28	1263	1429	828 303	895 202	415 405	496 383	461 124^	227 226	234 200	39^	26^	34^	18^				
NBC TUESDAY NIGHT MOVIE 4 194 196														A 12.8 22	1043	1727	660 274	708 252	412 379	328 240	722 278	423 393	328 234	146	63^	151	117				
TUE. 9.00P 120 NBC FF 97 96														B 14.9 25	1214																
9.00 - 9.30														A 11.2 18	913	1765	648 290	702 217	376 363	337 270	686 249	376 360	323 241	167	82^	210	151				
9.30 - 10.00														A 12.4 20	1011	1727	655 304	726 265	425 378	326 244	677 256	389 367	305 231	138	57^	186	134				
10.00 - 10.30														A 13.7 23	1117	1706	644 251	684 245	408 365	323 224	754 299	454 409	332 239	142	57^	126	109				
10.30 - 11.00														A 13.9 25	1133	1707	685 254	717 271	433 401	325 229	758 302	463 432	350 218	135	57^	97^	76^				
NEWSBREAK-M-F 215 172 175														A 13.2 22	1076	1802	720 258	826 276	447 409	384 312	574 182	313 301	293 216	148	83	254	160				
1 MTU THF 8.58P 1 CBS N 91 93														B 14.3 23	1165																
1 WED. 8.43P 2																															
2 MTHF 8.58P 1																															
2 TUE. 8.55P 1																															
2 WED. 8.54P 2																															
NEWSBREAK-SAT. 43 167 175														A 14.9 27	1214	2068	617 218	705 240	389 304	314 264	631 242	379 333	304 205	234	112	498	357				
SAT. 8.58P 1 CBS N 92 94														B 11.9 21	970																
NEWSBREAK-SUN. 44 174 178														A 15.4 24	1255	1828	785 296	878 254	465 426	421 371	621 192	310 313	268 263	141	55^	188	144				
1 SUN. 9.34P 1 CBS N 92 94														B 18.2 28	1483																
2 SUN. 9.21P 1																															
NFL FOOTBALL SPECIAL(S) 197														A 20.2 35	1646	1773	523 215	550 230	363 321	211 163	953 414	625 547	404 258	161	20^	109^	81^				
1 THU. 8.30P 190 ABC SE 98																															
8.30 - 9.00														A 16.1 28	1312	1671	524 202	544 240	371 330	217 148^	723 240	381 378	323 279	142^	26^	262	177^				
9.00 - 9.30														A 21.6 35	1760	1777	515 207	551 213	375 345	227 155	842 305	520 500	396 247	207	31^	177	135^				
9.30 - 10.00														A 22.1 36	1801	1822	500 223	536 210	363 328	211 153	942 377	614 549	423 262	193	26^	151	123^				
10.00 - 10.30														A 21.3 36	1736	1871	557 226	580 234	378 331	229 172	1029 470	707 595	434 249	178	30^	84^	63^				
10.30 - 11.00														A 21.2 37	1728	1804	524 211	548 234	359 314	206 164	1068 509	736 627	431 260	145	10^	43^	30^				
11.00 - 11.30														A 19.5 38	1589	1714	523 228	537 244	347 285	185 175	1038 523	716 593	396 245	139^	7^	LT	LT				
NFL MONDAY NIGHT FOOTBALL 2 205 206														A 21.7 39	1769	1653	514 204	537 220	360 309	241 147	947 388	633 592	458 235	92	27^	77	52^				
1 MON. 9.00P 209 ABC SE 99 99														B 21.7 39	1769																
2 MON. 9.00P 180																															
9.00 - 9.30														A 20.9 33	1703	1806	573 234	592 242	379 319	258 172	941 363	580 539	466 278	113	28^	160	121				
9.30 - 10.00														A 24.2 38	1972	1780	560 244	595 239	404 344	272 160	967 371	616 573	480 265	101	27^	117	80				
10.00 - 10.30														A 25.4 41	2070	1666	552 237	582 222	390 337	280 158	946 364	618 566	477 247	87	30^	51^	33^				
10.30 - 11.00														A 23.1 39	1883	1653	498 188	527 226	363 301	233 134	975 428	678 618	448 218	95	34^	56^	41^				
11.00 - 11.30														A 21.5 41	1752	1566	479 172	487 213	330 288	207 133	940 410	659 628	439 207	85	35^	54^	36^				
11.30 - 12.00														A 19.3 45	1573	1480	423 139	441 180	288 255	193 133	934 401	654 624	444 211	63^	11^	42^	28^				
12.00 - 12.30														A 13.0 38	1060	1487	489 186^	499 215^	332 285	217^	142^	910 404	658 631	430 186^	64^	LT	14^	LT			

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																TOTAL		LADY WORK- PERSONS OF (2+)		ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL M.								
EVENING CONT'D																																	
NURSE																																	
1	THU.	9.00P	60	CBS	GD	4 193 192	99 98	A	14.2	23	1157	1573	788	223	892	283	428	414	343	363	466	158	249	230	181	179	96^	76^	119	77^			
2	THU.	9.33P	60					B	13.3	22	1084																						
		9.00 - 9.30						A	13.8	22	1125	1741	798	244	914	317	442	437	331	365	479	232	310	213	139^151^	150^124^	198^	118^					
		9.30 - 10.00						A	13.7	22	1117	1523	757	219	865	259	394	395	338	370	440	132	217	205	184	184	106^	86^	112	70^			
		10.00 - 10.30						A	15.6	26	1271	1474	810	215	897	283	458	414	355	348	477	128^	237	272	205	189	37^	20^	63^	50^			
ONE DAY AT A TIME																																	
1	SUN.	9.05P	30	CBS	CS	34 194 196	99 99	A	16.6	26	1353	1809	746	277	829	235	429	392	396	359	682	243	369	376	271	266	110	51^	188	130			
2	SUN.	8.53P	30					B	18.8	30	1532																						
PROJECT PEACOCK(S)																																	
2	TUE.	8.00P	60	NBC	CE	203 97		A	8.8	15	717	1679	703	224^	732	174^	309^338	309^351	417	150^	208^203^	141^160^	190^105^	340	214^								
		8.00 - 8.30						A	9.5	16	774	1525	687	201^	713	150^	258^296^	293^382	383	145^	189^169^	110^162^	129^ 84^	300^ 187^									
		8.30 - 9.00						A	8.1	13	660	1841	714	246^	747	198^	364	385	326^311^	447	152^	226^239^	173^155^	261^128^	386	244^							
QUINCY, M.E.																																	
1	WED.	10.00P	60	NBC	OP	36 200	96	A	18.8	34	1532	1724	852	313	904	375	559	481	325	286	597	216	374	293	284	185	129^	38^	94^	53^			
		10.00 - 10.30						B	17.5	30	1426																						
		10.30 - 11.00						A	19.2	34	1565	1739	876	329	933	387	569	484	330	301	578	207	366	282	270	183	121^	40^	107^	62^			
								A	18.4	34	1500	1702	826	296	873	362	548	477	320	271	615	227	385	305	296	184	133^	35^	81^	42^			
REAL PEOPLE																																	
1	WED.	8.00P	60	NBC	PV	49 202 207	97 99	A	16.9	28	1377	1811	755	225	826	221	364	357	321	407	670	226	377	308	279	257	138	80^	177	143			
2	WED.	8.00P	90					B	19.1	32	1557																						
		8.00 - 8.30						A	16.2	28	1320	1795	754	226	820	212	355	344	326	411	673	219	379	316	280	260	114	76^	188	141			
		8.30 - 9.00						A	17.8	29	1451	1788	741	237	806	220	359	350	313	395	655	209	361	312	281	252	149	90	178	151			
		9.00 - 9.30						A	16.4	25	1337	1905	792	205	880	242	395	398	326	421	695	274	404	289	279	263	172^	67^	158^	137^			
SALEM'S LOT(S)																																	
2	TUE.	8.00P	180	CBS	SM	188 99		A	16.9	28	1377	1909	716	256	783	271	497	451	384	229	727	284	431	376	348	217	256	153^	143^	91^			
		8.00 - 8.30						A	14.3	24	1165	1967	708	229	769	232	454	419	370	262	683	248	386	331	331	232	313	168^	202^	135^			
		8.30 - 9.00						A	17.3	28	1410	2040	742	262	811	261	514	449	395	244	734	265	424	379	351	239	271	158^	224	138^			
		9.00 - 9.30						A	17.6	28	1434	1944	715	253	780	257	486	449	389	234	762	274	433	373	371	253	259	152^	143^	91^			
		9.30 - 10.00						A	17.3	28	1410	1892	718	278	785	286	511	469	388	214	759	297	441	378	375	233	224	148^	124^	79^			
		10.00 - 10.30						A	17.4	30	1418	1843	703	251	774	285	496	465	386	212	740	329	474	411	339	179	236	150^	93^	57^			
		10.30 - 11.00						A	17.2	31	1402	1797	707	263	778	300	507	449	377	216	692	296	433	383	324	171	245	148^	82^	55^			
60 MINUTES																																	
1	SUN.	7.35P	60	CBS	DN	50 203 204	99 99	A	21.1	36	1720	1849	729	316	810	200	374	368	384	377	833	269	457	444	355	326	72	17^	134	83			
2	SUN.	7.23P	60					B	23.9	42	1948																						
		7.30 - 8.00						A	21.0	37	1712	1905	743	334	834	224	407	398	391	364	859	272	480	469	391	324	83	20^	129	83			
		8.00 - 8.30						A	21.2	35	1728	1792	720	293	787	176	335	337	376	394	808	267	435	425	317	328	58^	11^	139	80			
TAXI																																	
2	THU.	9.30P	30	ABC	CS	28 199	99	A	16.8	27	1369	1607	645	372	711	338	486	423	280	172	727	368	535	484	285	151^	59^	29^	110^	75^			
								B	16.7	28	1361																						
THAT'S INCREDIBLE																																	
MON.		8.00P	60	ABC	PV	33 173 200	92 99	A	15.2	25	1239	1960	718	279	730	261	471	380	355	220	739	298	505	407	341	191	145	49^	346	221			
		8.00 - 8.30						B	19.2	29	1565																						
		8.30 - 9.00						A	14.0	24	1141	1894	685	250	706	252	445	356	333	223	692	282	476	377	311	180	139	50^	357	223			
								A	16.4	27	1337	2010	743	300	749	267	492	398	376	219	774	308	529	434	367	197	152	49^	335	215			
THEATER/YOUNG AMERICANS																																	
SUN.		7.00P	60	ABC	GD	2 193 192	99 99	A	11.8	21	962	2349	765	438	923	456	698	571	388	180	599	260	451	376	299	127	297	160	530	324			
		7.00 - 7.30						B	11.8	21	962																						
		7.30 - 8.00						A	10.2	19	831	2369	782	471	954	478	720	578	389	189	609	256	458	377	311	132^	278	150	528	305			
								A	13.4	24	1092	2329	751	410	899	440	680	569	389	172	587	261	443	375	291	121	310	166	533	337			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD.	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL TV FILM		CHILDREN 18 & UNDER																			
													TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL	FILM	TOTAL	6-11															
EVENING CONT'D																																													
THREE'S COMPANY						41	204	199	A 21.6 35 1760											1831	721	308	826	343	522	447	328	247	539	218	339	289	242	156	194	88	272	210							
TUE. 9.00P 30 ABC CS						99	99		B 21.0 33 1712																																				
TOO CLOSE FOR COMFORT						35	203	199	A 19.6 32 1597											1681	718	302	814	323	483	423	323	271	538	202	318	275	240	177	160	81	169	124							
TUE. 9.30P 30 ABC CS						99	98		B 20.0 31 1630																																				
TRAPPER JOHN, M.D.						33	190	194	A 15.2 30 1239											1663	777	216	875	275	489	437	401	341	665	257	372	339	248	260	92^	60^	31^	16v							
1 SUN. 10.35P 60 CBS GD						96	99		B 19.4 33 1581																																				
2 SUN. 10.23P 60																																													
10.30 - 11.00									A 15.4 28 1255											1750	813	201	914	300	506	430	404	368	710	292	406	368	252	269	91^	70^	35^	19v							
11.00 - 11.30									A 15.0 32 1223											1599	740	228	841	260	481	449	392	309	635	233	355	324	250	252	100	52^	23v	11v							
20/20						42		199	A 16.1 28 1312											1493	662	312	738	318	502	462	321	177^	696	351	517	457	294	132^	24v	5v	35v	20v							
2 THU. 10.00P 60 ABC DN							99		B 17.2 30 1402																																				
10.00 - 10.30									A 15.5 26 1263											1494	652	353	731	332	511	464	302	163^	695	344	507	461	299	133^	19v	LT	49^	25v							
10.30 - 11.00									A 16.7 31 1361											1484	671	274	742	305	495	461	339	187	689	353	523	449	290	126^	30v	9v	23v	16v							
240-ROBERT						3	184		A 12.2 24 994											2407	845	476	922	419	645	428	324	244	749	325	510	433	296	205^	270	73^	466	308							
1 SAT. 8.00P 60 ABC OP						93			B 10.3 21 839																																				
8.00 - 8.30									A 11.3 23 921											2405	872	572	966	447	671	419	337	259	707	269	440	418	296	226^	273	73^	459	310							
8.30 - 9.00									A 13.0 25 1060											2415	824	394	886	398	627	434	314	230	785	372	572	442	297	189^	269	71^	475	306							
TWO OF US						2	183	191	A 14.8 23 1206											1842	682	325	788	295	472	427	366	245	573	181	372	381	327	153	209	111	272	193							
MON. 8.30P 30 CBS CS						96	99		B 14.8 23 1206																																				
VEGA\$													5	194		A 13.5 22 1100											1688	749	335	879	390	506	432	314	285	566	205^	358	361	295	167^	107^	68^	176^	70^
1 WED. 9.00P 60 ABC PD						97			B 13.5 23 1100																																				
9.00 - 9.30									A 13.6 22 1108											1703	737	339	863	405	502	448	288	276	560	216	359	305	281	161^	115^	69^	165^	88^							
9.30 - 10.00									A 13.4 22 1092											1660	760	330	893	375	508	453	336	295	566	191^	352	291	309	172^	95^	65^	106^	51v							
WACKED OUT(S)								199	A 9.9 19 807											1638	663	259^	776	270^	450	279^	295	301	465	213^	301	162^	154^	164^	237^	145^	160^	142^							
2 SAT. 10.00P 30 NBC CS							99																																						
WALT DISNEY						1	188		A 19.3 34 1573											2205	639	219	708	216	357	331	337	278	615	216	333	316	304	222	320	155	562	359							
2 SAT. 8.00P 60 CBS FV							99		B 19.3 34 1573																																				
8.00 - 8.30									A 18.1 32 1475											2155	651	228	722	211	356	328	350	297	593	192	308	284	299	231	300	164	540	340							
8.30 - 9.00									A 20.6 36 1679											2233	623	211	690	216	357	328	328	262	627	234	350	337	306	214	338	146	578	377							
WKRP IN CINCINNATI						14	190	194	A 13.7 23 1117											1856	672	331	773	286	457	399	362	258	646	226	423	408	342	177	180	91^	257	178							
MON. 8.00P 30 CBS CS						97	98		B 14.0 27 1141																																				
LATE FRINGE						5	191	186	A 3.9 24 318											1009	295^	85v	320^	103^	192^	178^	155^	113^	676	302^	427	400	264^	188^	LT	LT	LT	LT							
ABC NEWSNIGHTLINE-MON						98	97		B 4.3 20 350																																				
1 MON. 1.05A 30 ABC N																																													
2 MON. 12.44A 30																																													
ABC NEWSNIGHTLINE-FRI						148	186	185	A 6.2 19 505											1345	600	168	629	253	377	335	278	168	648	252	352	321	283	213	56^	10v	12v	12v							
1 TUE-F 11.30P 30 ABC N							96	96	B 7.3 22 595																																				
2 TUE-F 11.30P 30																																													
ABC NEWSNIGHTLINE-FRI						188			A 4.5 18 367											1319	570^	112v	660	157v	343^	325^	399^	216^	541^	213^	278^	187^	164v	263^	78v	LT	40v	LT							
1 WED. 12.00M 15 ABC N						97																																							
ABC NEWSNIGHTLINE-FRI						186			A 4.9 22 399											1083	211^	63v	211^	52v	83v	85v	159^	126v	872	198^	363^	348^	336^	457^	LT	LT	LT	LT							
1 THU. 12.18A 30 ABC N						97																																							

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[illegible]



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FILM (12 1/2)	CHILDREN (12 1/2)
ATE FRINGE CONT'D																																		
ATE MOVIE 11-CONT'D																																		
2	WED.	12.43A	39																															
2	THU.	1.15A	46																															
2	FRI.	12.48A	46																															
		12.30 - 1.00							A	3.4	20	277	1430	776 267		798 360	573 469	383 156				617 346	462 369	199 155			LT	LT			LT	LT		
		1.00 - 1.30							A	3.6	23	293	1300	569 205		655 276	471 382	304 113				570 284	420 362	231 95			LT	LT			LT	LT		
		1.30 - 2.00							A	2.9	26	236	843	491 254		491 187	424 419	304	LT			293 208	276 199	85	LT		LT	LT			59	59		
LOVE BOAT-12.00																																		
1	WED.	12.15A	69	ABC	CS		35	169 164	A	3.1	17	253	957	372 316		542 273	403 181	229 119				352 194	206 67	87 138			63	LT			LT	LT		
2	WED.	12.00M	69						B	4.8	22	391																						
		12.00 - 12.30							A	3.0	13	245	837	454 229		499 290	429 266	209 41				204 127	127	LT	77 77		134	LT			LT	LT		
		12.30 - 1.00							A	3.0	17	245	865	297 323		510 257	351 118	217 135				355 200	200 45	82 155			LT	LT			LT	LT		
		1.00 - 1.30							A	3.3	24	269	1230	301 438		620 341	483 142	217 137				431 275	275 108	26 156			179	LT			LT	LT		
NBC LATE NIGHT MOVIE																																		
1	SUN.	11.30P	44	NBC	FF		42	58 61	A	1.6	6	130	1169	407 92		415 230	300 238	185 100				593 346	453 415	231 140			100	100			61	LT		
2	SUN.	11.30P	70						B	2.0	8	163																						
		11.30 - 12.00							A	1.8	6	147	1660	579 136		606 327	435 339	279 151				870 483	652 619	367 218			95	95			89	LT		
		12.00 - 12.30							A	1.5	6	122	LT	LT LT		LT LT	LT LT	LT LT				LT LT	LT LT	LT LT			LT	LT			LT	LT		
SATURDAY NIGHT																																		
2	SAT.	11.30P	82	NBC	GV		46	197	A	8.1	25	660	1505	552 159		616 294	456 335	278 115				686 396	593 420	251 93			176	166			27	25		
		11.30 - 12.00							B	9.2	29	750																						
									A	8.4	23	685	1453	578 167		652 243	421 341	325 173				615 385	500 333	175 115			156	127			30	24		
		12.00 - 12.30							A	8.6	27	701	1626	580 207		651 326	503 375	307 90				762 397	673 504	338 89			174	174			39	39		
		12.30 - 1.00							A	7.0	26	571	1389	463 68		489 318	428 256	149 61				680 410	614 425	234 66			220	220			LT	LT		
SCTV NETWORK/90																																		
1	FRI.	12.30A	88	NBC	GV		15	190	A	3.3	17	269	1346	527 130		561 275	490 375	278 63				577 324	424 335	212 67			208	30			LT	LT		
		12.30 - 1.00							B	3.5	18	285																						
		1.00 - 1.30							A	4.1	18	334	1305	617 249		701 363	585 433	323 99				441 190	276 227	191 84			163	17			LT	LT		
		1.30 - 2.00							A	3.0	15	245	1229	368 74		368 127	336 336	241 32				650 343	478 420	258 82			211	20			LT	LT		
									A	2.7	16	220	1545	563 LT		563 318	526 327	245 37				713 527	608 414	186 LT			269	55			LT	LT		
THINGS WE DID LAST SUMMER(S)																																		
1	SAT.	11.30P	78	NBC	GV		197	96	A	7.2	22	587	1487	524 238		563 258	339 287	244 140				620 261	478 377	280 122			174	53			130	130		
		11.30 - 12.00							A	8.4	23	685	1569	583 289		634 298	394 328	256 171				638 282	516 386	276 122			178	74			119	119		
		12.00 - 12.30							A	6.9	22	562	1459	495 201		519 221	283 257	244 131				632 285	485 369	274 118			164	52			144	144		
TOMORROW (COAST TO COAST-1)																																		
1	M-TH	12.30A	30	NBC	CC		188	192 192	A	2.9	17	236	1246	623 109		652 234	382 356	325 224				576 288	445 347	199 119			LT	LT			LT	LT		
2	M-W	12.30A	30						B	3.7	19	302																						
2	THU.	1.01A	30																															
TOMORROW (COAST TO COAST-2)																																		
1	MON.	1.00A	55	NBC	CC		188	193 193	A	1.8	15	147	1177	517 54		537 170	299 313	272 203				640 347	524 448	198 109			LT	LT			LT	LT		
1	TUE.	1.00A	54						B	2.5	19	204																						
1	WED.	1.00A	48																															
1	THU.	1.00A	53																															
2	MON.	1.00A	57																															
2	TU & W	1.00A	56																															
2	THU.	1.31A	54																															
		1.00 - 1.30							A	2.0	15	163	1190	594 61		619 233	355 356	289 220				571 288	436 399	179 123			LT	LT			LT	LT		
		1.30 - 2.00							A	1.5	14	122	1156	433 LT		442 107	221 254	262 188				714 435	632 516	206 82			LT	LT			LT	LT		
		2.00 - 2.30							A	1.6	18	130	1292	491 300		491 LT	353 392	392 99				801 255	654 553	399 147			LT	LT			LT	LT		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN					MEN					TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	6-11					
LATE FRINGE CONT'D																																								
TOMORROW FRIDAY SPECIAL(S)																																								
2 FRI. 12.30A 79 NBC CC															186	95	A	2.7	12	220	1336	813	150	813	323	499	333	259	276	441	191	259	205	136	140	LT	LT	73	73	
12.30 - 1.00															A	3.3	13	269	1532	743	116	743	266	394	245	206	316	607	263	338	361	195	183	19	19	163	163			
1.00 - 1.30															A	2.4	11	196	1168	867	66	867	311	520	424	321	280	301	102	164	62	92	137	LT	LT	LT	LT			
TONIGHT SHOW															237	210	210	A	6.9	24	562	1450	710	224	744	254	408	360	341	271	616	240	368	318	235	207	60	22	30	23
1 M-F 11.30P 60 NBC GV															99	99	B	7.4	24	603																				
2 MTWTF 11.30P 60																																								
2 THU. 12.01A 60																																								
11.30 - 12.00															A	7.8	23	636	1467	706	244	745	254	405	353	343	280	632	224	359	328	248	234	58	18	32	26			
12.00 - 12.30															A	6.4	25	522	1381	685	205	716	254	402	350	326	250	583	241	361	309	220	181	59	25	23	17			
12.30 - 1.00															A	5.4	28	440	1184	673	50	673	127	288	395	319	278	511	304	406	170	119	103	LT	LT	LT	LT			
WEEKDAY DAYTIME																																								
ABC AFTERSCHOOL SPECIAL(S)															198	99	A	9.6	29	782	1488	721	281	721	358	471	415	261	186	266	165	196	132	73	70	241	175	260	181	
2 WED. 4.30P 60 ABC FV																	A	8.9	28	725	1443	762	296	762	369	463	412	260	225	192	125	132	95	36	60	236	168	253	167	
4.30 - 5.00															A	10.2	30	831	1527	690	268	690	349	481	421	265	153	326	197	245	161	103	81	247	181	264	192			
5.00 - 5.30															B	8.6	32	701	1218	913	206	950	526	715	541	291	200	159	103	109	46	37	36	55	52	54	14			
ABC DAYTIME NEWSBRIEF-M-F															236	175	175	A	8.6	32	701	1218	913	206	950	526	715	541	291	200	159	103	109	46	37	36	55	52	54	14
1 MON. 1.56P 3 ABC N															93	93	B	8.5	30	693																				
1 TU-F 1.57P 2																		</																						

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	WK 4	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
																WOMEN					MEN												
																18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL	TOTAL FEM.	TOTAL	6-11				
WEEKDAY DAYTIME CONT'D																																	
DAYS OF OUR LIVES-CONT'D																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
DOCTORS																																	
M-F 12.30P 30 NBC DD 235 183 180																																	
M-F 12.30P 30 NBC DD 235 183 180																																	
EDGE OF NIGHT																																	
M-F 4.00P 30 ABC DD 223 157 156																																	
M-F 4.00P 30 ABC DD 223 157 156																																	
FAMILY FEUD																																	
M-F 12.00N 30 ABC QP 236 175 169																																	
M-F 12.00N 30 ABC QP 236 175 169																																	
GENERAL HOSPITAL																																	
M-F 3.00P 60 ABC DD 229 200 200																																	
M-F 3.00P 60 ABC DD 229 200 200																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
GOOD MORNING, AMERICA-730																																	
M-F 7.30A 30 ABC N 237 203 203																																	
M-F 7.30A 30 ABC N 237 203 203																																	
GOOD MORNING, AMERICA-830																																	
M-F 8.30A 30 ABC N 238 199 201																																	
M-F 8.30A 30 ABC N 238 199 201																																	
GUIDING LIGHT																																	
231 194 194																																	
231 194 194																																	
M-F 3.00P 60 CBS DD 99 99																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
JEFFERSONS																																	
M-F 10.00A 30 CBS CS 222 151 150																																	
M-F 10.00A 30 CBS CS 222 151 150																																	
LAS VEGAS GAMBIT																																	
M-F 10.00A 30 NBC QG 215 130 129																																	
M-F 10.00A 30 NBC QG 215 130 129																																	
LOVE BOAT DAYTIME																																	
M-F 11.00A 60 ABC CS 10 183 182																																	
M-F 11.00A 60 ABC CS 10 183 182																																	
11.00 - 11.30																																	
11.30 - 12.00																																	
MORNING CHARLES KURALT																																	
M-F 7.00A 60 CBS N 142 185 186																																	
M-F 7.00A 60 CBS N 142 185 186																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
NEWSBREAK-11.57																																	
M-F 11.57A 2 CBS N 235 163 163																																	
M-F 11.57A 2 CBS N 235 163 163																																	
NEWSBREAK-3.57																																	
M-F 3.57P 2 CBS N 231 175 175																																	
M-F 3.57P 2 CBS N 231 175 175																																	
ONE DAY AT A TIME																																	
M-F 4.00P 30 CBS CS 208 129 130																																	
M-F 4.00P 30 CBS CS 208 129 130																																	
ONE LIFE TO LIVE																																	
M-F 2.00P 60 ABC DD 231 199 199																																	
M-F 2.00P 60 ABC DD 231 199 199																																	
CONT'D																																	

KEY. A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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[illegible]



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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## AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Avg AUD %	Share %	Avg AUD 0.000	TOTAL PERSONS (2+)	LADY HOUSE	WORKING WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					TOTAL											
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	MALE									
WEEKEND DAYTIME CONT'D																																			
ABC WIDE WORLD-SPO-CONT'D																																			
3:30 - 4:00														9.4	27	766	1358	257	11	151	194	144	110	70	820	279	445	465	448	241	99	78	169	122	
4:00 - 4:30														10.9	29	908	1402	303	11	158	228	185	168	85	911	278	456	485	411	244	61	26	204	147	
4:30 - 5:00														3.4	24	66	1266	213	11	113	139	247	210	204	92	759	224	404	460	392	260	64	64	100	67
5:00 - 5:30														9.2	26	134	1635	506	11	136	286	289	291	214	81	270	448	428	400	291	71	41	196	109	
5:30 - 6:00														9.7	26	731	1633	501	11	108	274	296	303	243	763	252	436	387	387	266	79	35	228	151	
6:00 - 6:30														8.5	21	693	1450	414	11	86	225	223	260	222	725	191	426	376	398	274	83	29	159	88	
AMERICAN BANDSTAND 81														5.8	22	473	1973	704	11	550	681	296	144	188	401	288	320	182	71	73	245	115	445	335	
1 SAT. 12:30P 60 ABC PC 82														5.8	22	473																			
12:30 - 1:00														5.0	20	408	2071	681	187	543	659	234	116	215	362	308	335	168	54	27	359	166	476	364	
1:00 - 1:30														6.6	25	538	1870	71	402	552	689	339	161	164	419	265	297	185	79	09	156	73	418	312	
ANIMALS, ANIMALS, ANIMALS 42 107														1.4	6	114	1781	377	167	360	360	255	17	87	228	88	88	184	96	44	456	193	650	359	
1 SUN. 11:30A 30 ABC CL 78														2.4	10	196																			
ASK NBC NEWS 8:28AM 2 175 175														3.0	23	245	1086	159	LT	159	LT	61	131	119	28	56	LT	37	56	56	LT	58	LT	813	572
SAT. 8:28A 2 NBC CN 94 94														3.0	23	245																			
ASK NBC NEWS-09:28AM 2 196 197														6.1	28	497	1465	108	75	54	94	89	54	LT	112	57	83	68	55	LT	246	103	999	665	
SAT. 9:28A 2 NBC CN 97 98														6.1	28	497																			
ASK NBC NEWS-10:28AM 2 198 198														4.6	20	375	1733	308	82	164	185	55	21	123	357	241	253	123	40	76	145	51	923	618	
SAT. 10:28A 2 NBC CN 98 98														4.6	20	375																			
ASK NBC NEWS-11:28AM 2 191 191														4.3	18	350	1666	220	68	92	120	88	53	88	338	291	306	71	15	12	134	85	974	518	
SAT. 11:28A 2 NBC CN 95 95														4.3	18	350																			
ASK NBC NEWS 12:28PM 2 160 158														4.1	16	334	611	159	84	27	84	84	57	75	54	LT	36	36	36	18	105	60	29	147	
SAT. 12:28P 2 NBC CN 77 75														4.1	16	334																			
BLACKSTAR 2 186 189														7.6	31	619	1614	339	103	245	328	215	100	48	382	255	316	186	100	56	101	20	747	430	
SAT. 11:00A 30 CBS CA 95 96														7.6	31	619																			
BUGS BUNNY/ROAD RUNNER 1 2 198 197														4.6	22	375	1781	307	121	260	319	174	128	56	391	249	313	164	110	78	161	31	828	507	
SAT. 9:00A 30 CBS CA 99 99														4.6	22	375																			
BUGS BUNNY/ROAD RUNNER 2 2 198 198														6.9	30	562	1633	342	118	225	296	183	152	68	353	199	268	186	92	85	164	69	716	395	
SAT. 9:30A 30 CBS CA 99 99														6.9	30	562																			
BUGS BUNNY/ROAD RUNNER 3 2 198 198														7.7	33	628	1580	363	91	230	308	197	151	87	376	234	314	208	91	62	154	56	633	333	
SAT. 10:00A 30 CBS CA 99 99														7.7	33	628																			
BULLWINKLE 2 140 135														3.3	12	269	1461	311	226	226	226	156	41	89	222	108	140	140	55	82	206	179	718	264	
SAT. 12:30P 30 NBC CA 71 73														3.3	12	269																			
CBS NFL FOOTBALL 2 186 194														6.8	27	554	1256	337	147	171	249	238	198	145	626	245	402	303	293	173	75	LT	141	61	
SAT. 12:30P 30 CBS SE 96 98														6.8	27	554																			
CBS NFL FOOTBALL 2 198 200														16.0	43	1304	1651	452	219	226	328	272	192	131	875	369	591	507	406	217	195	37	99	80	
1 SUN. 1:00P 191 CBS SE 99 99														16.0	43	1304																			
2 SUN. 1:00P 191 CBS SE 99 99														11.6	39	945	1670	370	183	177	242	212	157	132	884	398	613	531	389	219	233	34	151	133	
1:30 - 2:00														14.8	44	1206	1669	390	215	215	290	227	163	125	895	411	614	525	390	216	236	46	101	93	
2:00 - 2:30														16.2	44	1320	1622	432	226	235	326	265	180	113	864	384	602	506	391	201	212	38	81	77	
2:30 - 3:00														16.3	42	1328	1636	436	220	223	319	259	186	127	902	365	615	518	427	220	205	25	58	55	
CONT'D																																			

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION									
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WOMEN										MEN									
18-49										18-49									
25-34										25-34									
35-44										35-44									
45-54										45-54									
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL	FEM	CHILDREN (2-11) TOTAL		
WEEKEND DAYTIME CONT'D																											
IN THE NEWS-	9.26AM	2	198	197	A	5.2	24	424	1764	326	109^	411	263^	316	168^	133^	68^	362	210^	277^	153^	111^	85^	168^	53^	823	495
SAT.	9.26A	3	CBS	CN	99	99	B	5.2	24	424																	
IN THE NEWS-	9.56AM	2	198	198	A	7.1	31	579	1515	279	90^	328	192^	248	129^	117^	69^	327	174^	247	194^	86^	80^	147^	63^	713	360
SAT.	9.56A	3	CBS	CN	99	99	B	7.1	31	579																	
IN THE NEWS-	11.56AM	2	188	184	A	6.5	27	530	1589	353	118^	411	260	302	205^	89^	86^	291	167^	222^	164^	97^	56^	214^	85^	673	424
SAT.	11.56A	3	CBS	CN	96	97	B	6.5	27	530																	
IN THE NEWS-	12.26PM	2	183	181	A	6.0	23	489	1800	373	67^	425	234^	279	209^	135^	108^	401	255	304	211^	121^	79^	222^	LT	752	498
SAT.	12.26P	3	CBS	CN	94	97	B	6.0	23	489																	
IN THE NEWS-	12.56PM	2	164	160	A	5.3	19	432	1569	300	97^	430	224^	278^	185^	102^	129^	314	149^	209^	150^	165^	93^	173^	32^	652	389
SAT	12.56P	3	CBS	CN	89	92	B	5.3	19	432																	
IN THE NEWS	1.26PM	2	161	169	A	5.1	18	416	1663	494	240^	633	256^	412	281^	341	193^	266^	107^	135^	66^	159^	108^	222^	109^	542	264^
SAT.	1.26P	3	CBS	CN	88	94	B	5.1	18	416																	
IN THE NEWS-	10.56AM	2	193	195	A	7.2	29	587	1480	318	128^	355	234	276	185^	99^	65^	362	234	285	176^	75^	65^	106^	55^	657	361
SAT.	10.56A	3	CBS	CN	96	98	B	7.2	29	587																	
IN THE NEWS-	11.26AM	2	187	189	A	7.5	30	611	1584	327	85^	383	248	313	208	83^	85^	346	227	278	196^	90^	59^	116^	20^	739	419
SAT.	11.26A	3	CBS	CN	95	96	B	7.5	30	611																	
ISSUES AND ANSWERS		46	156	140	A	2.6	10	212	943	364^	175^	415^	52^	95^	75^	175^	297^	396^	52^	141^	174^	174^	222^	62^	LT	70^	70^
1 SUN.	12.00N	30	ABC	CC	91	93	B	3.5	14	285																	
2 SUN.	11.30A	30																									
KID SUPER POWER I		2	198	198	A	5.5	24	448	1808	228^	119^	228^	114^	143^	72^	41^	73^	225^	111^	161^	105^	94^	20^	197^	93^	1158	799
SAT.	9.30A	30	NBC	CA	98	98	B	5.5	24	448																	
KID SUPER POWER II		2	198	198	A	5.4	24	440	1886	266^	91^	266^	145^	170^	59^	25^	96^	300	241^	256^	115^	36^	23^	174^	72^	1146	824
SAT.	10.00A	30	NBC	CA	98	98	B	5.4	24	440																	
KIDS ARE PEOPLE TOO I		2	114	106	A	1.6	7	130	1208	324^	108^	331^	155^	155^	85^	LT	176^	115^	108^	108^	115^	LT	LT	446^	184^	316^	262^
1 SUN.	10.30A	33	ABC	CL	80	80	B	1.6	7	130																	
2 SUN.	10.30A	28																									
10.30 - 11.00					A	1.6	7	130	1131	323^	108^	323^	154^	154^	85^	LT	169^	108^	101^	101^	108^	LT	LT	392^	177^	308^	254^
KIDS ARE PEOPLE TOO II		2	114	107	A	1.9	8	155	1839	438^	206^	458^	187^	252^	136^	129^	206^	304^	227^	258^	142^	44^	33^	561^	181^	516^	362^
1 SUN.	11.03A	27	ABC	CL	80	80	B	1.9	8	155																	
2 SUN.	10.58A	32																									
11.00 - 11.30					A	1.9	8	155	1858	446^	207^	485^	207^	272^	142^	135^	213^	298^	221^	253^	143^	45^	32^	565^	173^	510^	362^
KIDS ARE PEOPLE TOO III		2	185	186	A	3.0	23	245	1384	208^	62^	208^	28^	61^	89^	61^	119^	184^	57^	57^	LT	127^	127^	LT	LT	992	661
SAT.	8.00A	30	CBS	CA	98	98	B	3.0	23	245																	
MEET THE NEW		50	154	163	A	3.1	13	253	1265	546	151^	614	158^	234^	186^	190^	333^	565	193^	301^	241^	203^	257^	42^	27^	44^	20^
SUN.	12.00N	30	NBC	CC	88	91	B	4.0	16	326																	
NBC MAJOR		14	202	201	A	3.1	11	253	1672	629	123^	629	336^	423^	269^	131^	206^	580	258^	348^	206^	113^	232^	331^	27^	132^	88^
1 SAT.	2.00P	18	NBC	SC	94	98	B	4.6	18	375																	
2 SAT.	2.00P	17																									
NBC MAJOR		200	200		A	4.3	13	350	1391	484	193^	524	145^	293^	234^	237^	225^	686	245^	353	299^	229^	290^	79^	LT	102^	91^
1 SAT.	2.00P	18	NBC	SC	94	98	B	6.3	22	513																	

CONT'D

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK	DAY	START	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)		
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL b 11
WEEKEND DAYTIME CONT'D																												
NBC MAJOR LEAGUE G-CONT'D																												
2 SAT. 2.17P 181																												
		2.30 - 3.00							A	3.5	11	285	1663	618 176^	618 299^	411^242^	171^207^				775 273^	396^249^	176^379^	157^ 24v	113^ 94v			
		3.00 - 3.30							A	3.9	12	318	1566	588 233^	588 132^	304^228^	258^284^				701 249^	340^272^	188^340^	141^ 22v	136^ 111^			
		3.30 - 4.00							A	4.1	12	334	1293	438 204^	450 127^	241^171^	191^204^				671 294^	384 258^	191^254^	52v LT	120^ 106^			
		4.00 - 4.30							A	4.4	13	359	1220	394 195^	459 116^	301^279^	246^158^				674 217^	340 346	282^253^	20v LT	67v 67v			
		4.30 - 5.00							A	5.2	14	424	1295	457 221^	504 118^	306 278^	290 198^				665 203^	330 316	276^269^	29v LT	97^ 97^			
		5.00 - 5.30							A	5.7	17	465	1310	329^183^	458^ 79v	223^223^	312^235^				561 226^	239^258^	148^299^	129v LT	162^ 110v			
NCAA FOOTBALL PRE GAME																												
		1 SAT. 1.30P 14 ABC SC					206	208	A	7.0	28	571	1263	386 131^	409 245	291 193^	87^110^				557 218	306 266	214 216	71^ 37v	226 130^			
		2 SAT. 12.00N 13							B	7.0	28	571																
NCAA FOOTBALL GAME																												
		1 SAT. 1.44P 186 ABC SE					207	212	A	9.9	33	807	1357	320 125^	348 132^	219 194	159 109^				750 243	405 365	340 294	102^ 53^	157 109^			
		2 SAT. 12.13P 193							B	9.9	33	807																
		12.30 - 1.00							A	7.6	28	619	1375	216^132^	240^130^	169^128^	77v 71v				741 342^	416 301^	172^292^	180^ 49v	214^ 132^			
		1.00 - 1.30							A	9.3	33	758	1270	213^ 98^	213^ 91^	127^117^	99^ 75v				695 212^	376 322	292^290^	172^ 54v	190^ 133^			
		1.30 - 2.00							A	9.1	33	742	1350	251^112^	251^ 93^	161^153^	135^ 72v				713 204^	378 356	316^292^	133^ 60v	253^ 170^			
		2.00 - 2.30							A	9.8	33	799	1320	341 121^	363 152	234 211	157 107^				728 226	402 357	366 277	74^ 60^	155 109^			
		2.30 - 3.00							A	9.7	31	791	1358	342 134^	367 156	243 231	169 93^				768 231	408 360	390 300	107^ 67^	116^ 82^			
		3.00 - 3.30							A	9.1	29	742	1369	327 114^	360 122^	231 211	189 105^				785 272	429 377	358 293	100^ 62^	124^ 88^			
		3.30 - 4.00							A	12.6	37	1027	1393	355 135^	408 105^	217^206^	211^166^				784 242	429 412	396 301	87^ 45v	114^ 94^			
		4.00 - 4.30							A	12.8	37	1043	1478	381 155^	423 129^	243 214^	200^154^				842 271	467 452	386 321	79^ 40v	134^ 89^			
		4.30 - 5.00							A	13.2	37	1076	1460	362 160^	409 136^	257 228	199^124^				785 254	415 403	355 312	66^ 38v	200^ 140^			
NCAA FOOTBALL POST GAME																												
		1 SAT. 4.50P 10 ABC SC					207	212	A	9.4	28	766	1466	357 147^	398 151^	272 220	183 107^				788 261	415 402	393 280	80^ 64^	200 133^			
		2 SAT. 3.37P 10							B	9.4	28	766																
NCAA FOOTBALL GAME 2																												
		2 SAT. 5.00P 199 ABC SE					1	213	A	14.3	32	1165	1544	516 205	535 238	345 233	195^158^				867 276	522 457	451 285	68^ 17v	74^ 43v			
		5.00 - 5.30							B	14.3	32	1165																
		5.30 - 6.00							A	10.8	28	880	1515	412 171^	412 188^	268^204^	165^111^				880 271	517 499	453 283	146^ 43v	77^ 42v			
		6.00 - 6.30							A	13.6	34	1108	1481	452 164^	452 212^	292 188^	166^127^				878 267	508 486	459 297	95^ 15v	56^ 26v			
		6.30 - 7.00							A	14.7	34	1198	1477	503 155^	503 236	323 226	171^144^				857 282	523 487	434 278	44v 11v	73^ 41v			
		7.00 - 7.30							A	14.0	32	1141	1418	468 166^	468 224	312 216	170^118^				852 305	553 470	419 245	49v 5v	49v 36v			
		7.30 - 8.00							A	14.9	31	1214	1623	555 240	581 269	388 248	198 158^				910 313	578 458	472 277	64^ 17v	68^ 47v			
									A	16.1	32	1312	1688	602 247	639 275	417 265	226 195				895 270	516 420	478 318	57^ 11v	97^ 60^			
NEW FAL A BERT SHOW																												
		SAT. 1.00P 30 CBS CA					2	170	A	5.1	18	416	1721	504 285^	669 315	475 289^	321 160^				299 103^	132^ 69v	136^141^	242^111^	511 275^			
									B	5.1	18	416																
NFL '81 NBC FRI																												
		SUN. 12.30P 30 NBC SC					2	175	A	4.9	19	399	1576	476 113^	531 187^	277^239^	199^188^				765 279^	509 416	405 205^	147^ 48v	133^ 96^			
									B	4.9	19	399																
NFL FOOTBALL GAME 1 NBC																												
		1 SUN. 1.00P 185 NBC SE					2	207	A	14.4	42	1174	1618	460 178	488 178	296 257	200 157				870 346	582 514	401 241	173 38^	87^ 69^			
		2 SUN. 1.00P 199							B	14.4	42	1174																
		1.00 - 1.30							A	11.2	40	913	1579	457 190	504 197	314 261	198 158				834 334	563 500	404 215	145 32v	96^ 80^			
		1.30 - 2.00							A	13.9	44	1133	1621	460 198	491 188	326 278	215 135				864 361	596 514	409 226	168 38^	98^ 77^			
		2.00 - 2.30							A	14.9	43	1214	1594	454 177	483 182	296 249	202 148				872 349	590 521	402 236	155 31^	84^ 71^			
		2.30 - 3.00							A	14.4	40	1174	1566	462 166	491 175	286 247	196 166				841 327	559 501	396 238	150 26^	84^ 68^			
		3.00 - 3.30							A	15.9	44	1296	1614	456 165	476 161	285 247	200 160				890 338	573 505	398 270	173 46^	75^ 61^			
		3.30 - 4.00							A	16.5	43	1345	1669	462 176	482 170	290 249	200 165				913 366	619 545	407 244	196 51^	78^ 61^			



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

										AUDIENCE COMPOSITION																				
PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)		
WEEKEND DAYTIME CONT'D																														
NFL FOOTBALL POST-NBC					2	173	141	A	7.3	17	595	1538	457	190^	485	171^	257	258	191^	183^	698	246	413	434	340	231	208	20^	147^	99^
1 SUN. 4.06P 13 NBC SC					86	73	B	7.3	17	595																				
2 SUN. 4.24P 18																														
POPEYE/OLIVE COMEDY SHOW					2	192	195	A	7.2	29	587	1545	339	141^	380	250	310	196^	111^	53^	371	244	313	188^	89^	50^	160^	58^	634	341
SAT. 10.30A 30 CBS CA					96	98	B	7.2	29	587																				
RICHIE RICH/SCOOPY DOO 1					2	190	190	A	5.6	27	456	1680	155^	98^	194^	129^	152^	98^	50^	26^	113^	19^	73^	73^	70^	40^	421	226^	952	535
SAT. 10.00A 30 ABC CA					98	98	B	5.6	27	456																				
RICHIE RICH/SCOOPY DOO 2					2	193	194	A	6.8	30	554	1745	217^	98^	262	183^	227	147^	68^	19^	142^	60^	105^	89^	59^	37^	410	236	931	511
SAT. 10.30A 30 ABC CA					99	99	B	6.8	30	554																				
SCHOOLHOUSE ROCK-8.26AM					2	176	175	A	3.3	24	269	1669	239^	LT	272^	115^	272^	193^	157^	LT	55^	45^	45^	40^	LT	LT	356^	77^	986	520
SAT. 8.26A 4 ABC CN					91	90	B	3.3	24	269																				
SCHOOLHOUSE ROCK 10.55AM					2	194	194	A	6.1	27	497	1744	236^	111^	283	211^	255	141^	61^	20^	157^	61^	110^	92^	71^	37^	356	201^	948	493
SAT. 10.55A 4 ABC CN					99	99	B	6.1	27	497																				
SCHOOLHOUSE ROCK-11.56AM					2	187	174	A	5.3	23	432	1255	272^	135^	313	171^	261^	165^	90^	52^	137^	100^	120^	104^	37^	LT	226^	83^	579	297
SAT. 11.55A 4 ABC CN					97	93	B	5.3	23	432																				
SCOOPY DOO CLASSICS					2	196	196	A	6.6	29	538	1825	139^	70^	168^	114^	143^	61^	54^	14^	168^	64^	113^	85^	59^	55^	345	199^	1144	717
SAT. 9.30A 30 ABC CA					99	99	B	6.6	29	538																				
SMURFS I					2	196	197	A	5.1	31	416	1406	117^	53^	117^	28^	103^	117^	89^	LT	92^	37^	85^	72^	55^	LT	115^	41^	1082	764

SAT.	8.30A	30	NBC CA	97	98	B	5.1	31	416																				
SMURFS II		2	196	197		A	7.4	35	603		1504	125^	79^	125^	58^	112^	101^	67^	LT	113^	59^	83^	68^	54^	LT	203	67^	1063	748
SAT.	9.00A	30	NBC CA	97	98	B	7.4	35	603																				
SOCCER BOWL '81(5)		112				A	1.5	4	122		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 SUN.	12.30P	150	ABC SE	70																									
12.30 - 1.00						A	1.7	6	139		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1.00 - 1.30						A	1.4	4	114		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1.30 - 2.00						A	1.2	3	98		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.00 - 2.30						A	1.2	3	98		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.30 - 3.00						A	1.8	4	147		LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SPACE STARS I		2	191	191		A	4.7	20	383		1577	153^	32^	153^	30^	65^	35^	35^	88^	229^	161^	185^	136^	48^	20^	194^	60^	1001	715
SAT.	10.30A	30	NBC CA	95	95	B	4.7	20	383																				
SPACE STARS II		2	191	191		A	4.5	19	367		1815	249^	63^	249^	108^	140^	82^	59^	96^	343	256^	276^	134^	65^	29^	189^	89^	1034	684
SAT.	11.00A	30	NBC CA	95	95	B	4.5	19	367																				
SPIDER MAN & FRIENDS		2	190	188		A	5.0	21	408		1931	269^	73^	269^	104^	174^	136^	107^	83^	258^	216^	230^	87^	27^	28^	145^	3^	1259	778
SAT.	11.30A	30	NBC CA	95	92	B	5.0	21	408																				
SUNDAY MORNING		3	150	152		A	4.5	24	367		1267	548	172^	556	120^	199^	199^	267^	324^	580	262^	395	360	245^	161^	35^	35^	96^	60^
SUN.	9.00A	90	CBS N	89	89	B	4.3	23	350																				
9.00 - 1.00						A	3.8	23	310		1371	610	191^	610	169^	255^	222^	260^	336^	587	200^	377^	377^	294^	177^	25^	25^	149^	65^
9.30 - 10.00						A	4.7	25	383		1235	545	183^	548	115^	195^	213^	276^	309^	591	287^	415	368	243^	155^	29^	29^	67^	58^
10.00 - 10.30						A	5.1	25	416		1192	489	154^	516	86^	159^	166^	265^	324^	549	277^	381	327	205^	149^	48^	48^	79^	60^
SUPERFRIENDS		2	176	175		A	3.2	25	261		1525	248^	LT	283^	111^	283^	202^	172^	LT	73^	58^	58^	43^	LT	LT	326^	77^	843	445^
SAT.	8.00A	30	ABC CA	91	90	B	3.2	25	261																				

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	Y	AVG AUD %	SHARE %	AVG AUD 0.000	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17)	CHILDREN (2-11)						
WEEKEND DAYTIME CONT'D																																			
MARZAN/L.RANGER/ZORRO HR1										2	188	196	A	6.7	28	546	1639	351	107^	408	274	313	141^	5^	3^	324	198^	250	169^	97^	59^	196^	79^	711	431
SAT.										11.30A	30	CBS CA	96	97	B	6.7	28	546																	
MARZAN/L.RANGER/ZORRO HR2										2	183	181	A	6.7	26	546	1711	377	114^	423	274	313	135^	10^	16^	239	195^	239	223	85^	39^	228	19^	761	481
SAT.										12.00N	30	CBS CA	94	97	B	6.7	26	546																	
30 MINUTES										2	151	161	A	3.5	12	285	1544	463	235^	656	311^	421^	240^	103^	136^	250^	101^	148^	88^	113^	71^	242^	109^	396^	203^
SAT.										1.30P	30	CBS DN	87	92	B	3.5	12	285																	
THUNDARR THE BARBARIAN										2	187	174	A	5.3	23	432	1421	293	135^	334	176^	282	187^	100^	52^	166^	126^	152^	119^	40^	LT	252^	106^	669	370
SAT.										11.30A	30	ABC CA	97	93	B	5.3	23	432																	
TOM AND JERRY COMEDY SHOW										2	164	160	A	5.7	21	465	1628	286	116^	390	209^	251^	181^	104^	114^	329	184^	251^	162^	145^	63^	211^	31^	698	426
SAT.										12.30P	30	CBS CA	89	92	B	5.7	21	465																	
TROLLKINS										2	191	191	A	3.9	22	318	1481	205^	63^	205^	91^	123^	148^	83^	31^	151^	59^	59^	40^	92^	92^	90^	LT	1035	654
SAT.										8.30A	30	CBS CA	97	97	B	3.9	22	318																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 14, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
Households (000) & %

14,830  
18.2

30,560  
37.5

THAT'S INCREDIBLE  
(R)(OP)

NFL MONDAY NIGHT FOOTBALL  
OAKLAND VS MINNESOTA  
(9:00-12:29AM)(-OP)  
(SUSSTAINING 12:29-12:34AM)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

10,270	12.6	11.9*		19.4*	19.3	19.1*		22.7*		23.4*	20.8*
12.6	21	20*		21*	16	21*		36*		39*	36*
11.8	12.0		13.0	13.4	18.2	20.1	22.7	22.8	23.9	22.9	19.4

W

TOTAL AUDIENCE {  
(Households (000) & %)

14,020  
17.2

13,770  
16.9

18,750  
23.0

15,730  
19.3

14,260  
17.5

WKRP IN  
CINCINNATI  
(R)

TWO OF US  
(R)(OP)

M\*A\*S\*H  
(R)

HOUSE CALLS  
(R)

LOU GRANT  
(R)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

11,980	14.7	15.4	12,550	15.890	14,180	10,110
14.7	24	24	19.5	17.4	12.4	12.4*
14.4	15.1	15.1	18.8	20.2	17.1	17.7

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

17,850  
21.9

20,130  
24.7

LITTLE HOUSE-PRairie  
(R)(OP)

NBC MONDAY NIGHT MOVIES  
FAMILY PLOT(R)(OP)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

13,940	17.1	16.1*		18.0*	15.4	14.7*		14.9*		16.2*	15.7*
17.1	28	27*		28*	26	23*		24*		28*	29*
15.5	16.7	17.8	18.3	15.0	14.4	14.9	14.8	15.8	16.6	16.1	15.3

TOTAL AUDIENCE {  
(Households (000) & %)

20,130  
24.7

32,760  
40.2

THAT'S INCREDIBLE  
(OP)

NFL MONDAY NIGHT FOOTBALL  
DALLAS VS NEW ENG AND  
(9:00-12:00PM)(-OP)  
(SUSSTAINING 12:00-12:13AM)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

14,430	17.7	16.0*		19.4*	19,970	24.5	22.6*		25.7*		27.3*	25.4*
17.7	29	27*		32*	42	36*		40*		43*	43*	
15.2	16.8	19.1	19.7	21.7	23.4	25.2	26.3	27.1	27.5	25.3	25.4	

W

TOTAL AUDIENCE {  
(Households (000) & %)

11,570  
14.2

13,120  
16.1

17,600  
21.6

15,320  
18.8

15,000  
18.4

WKRP IN  
CINCINNATI  
(R)

TWO OF US  
(R)(OP)

M\*A\*S\*H  
(R)

HOUSE CALLS  
(R)

LOU GRANT  
(R)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

10,270	12.6	14.2	11,570	15,320	13,370	11,080
12.6	21	22	14.2	16.8	16.4	13.6
12.0	13.2	13.7	14.6	17.7	19.9	16.4

2

TOTAL AUDIENCE {  
(Households (000) & %)

16,630  
20.4

16,870  
20.7

EVERY STRAY DOG AND KID  
(OP)

NBC MONDAY NIGHT MOVIES  
AND BABY MAKES SIX(R)  
(SUS-OP)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY 1/4 HR %

12,710	15.6	15.4*		15.9*	10,350	12.7	12.9*		12.3*		12.7*	12.9*
15.6	25	25*		25*	21	20*		19*		21*	23*	
15.2	15.5	15.8	16.1	13.3	12.6	12.6	12.1	12.5	12.8	13.2	12.5	

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK 2

52.6	53.3	55.1	58.0	59.8	61.6	63.1	63.6	63.7	64.7	63.6	62.7	59.7	58.1	55.5	52.4
53.1	55.5	56.0	57.7	59.1	61.7	63.8	64.2	64.3	65.2	64.0	63.2	61.3	59.3	57.1	54.8

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE. MON. SEPT. 21, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT. 15, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
	AVG. AUD. BY ¼ HR %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W
(See Def. 1)	53.4	55.5	56.3	58.7	58.4	59.9	61.2	61.0	60.8	60.9	58.7	56.9	55.9	54.1	53.9	56.8	57.6

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE.TUE. SEPT. 22, 1981



# NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT. 16, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

18,660 22.9	GREATEST AMERICAN HERO (R)				14,260 17.5	VEGAS (R)(OP)				12,710 15.6	DYNASTY (R)			
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ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

13,690 16.8 29 15.5	16.3* 29*	17.4* 30*	17.2	11,000 13.5 22 14.0	13.6* 22*	13.6	13.4* 22*	11.6 21 10.9	11.0* 20*	11.8	12.3* 23*	12.8
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TOTAL AUDIENCE  
(Households (000) & %)

19,800 24.3	ALL QUIET WESTERN FRONT (R)(OP)															
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CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

9,050 11.1 19 9.5	9.2* 16*	10.1* 17*	10.5	12.4* 20*	11.8* 20*	12.0* 21*	11.4* 21*
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TOTAL AUDIENCE  
(Households (000) & %)

18,500 22.7	REAL PEOPLE (R)(OP)				22,330 27.4	DIFF'RENT STROKES (R)(OP)				19,230 23.6	QUINCY, M.E. (R)			
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NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

13,940 17.1 30 15.4	16.3* 29*	17.9* 30*	18.4	17,030 20.9 34 19.6	20.5* 34*	21.4* 35*	15,320 18.8 34 19.4	19.2* 34*	18.6	18.4* 34*	18.3
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TOTAL AUDIENCE  
(Households (000) & %)

23,800 29.2	GREATEST AMERICAN HERO (R)(OP)								16,060 19.7	DYNASTY (R)			
----------------	-----------------------------------	--	--	--	--	--	--	--	----------------	----------------	--	--	--

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

14,260 17.5 28 15.3	15.7* 26*	17.3* 28*	18.1	18.7* 29*	18.3	19.3* 29*	13,200 16.2 29 15.7	16.0* 27*	16.6	16.3* 30*	16.1
------------------------------	--------------	--------------	------	--------------	------	--------------	------------------------------	--------------	------	--------------	------

TOTAL AUDIENCE  
(Households (000) & %)

22,490 27.6	HAYWIRE (R)(OP)															
----------------	--------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

11,980 14.7 24 13.1	12.7* 21*	13.2* 21*	13.4	14.3* 22*	16.1	16.6* 26*	16.6* 28*	14.7* 27*	14.3
------------------------------	--------------	--------------	------	--------------	------	--------------	--------------	--------------	------

TOTAL AUDIENCE  
(Households (000) & %)

21,270 26.1	REAL PEOPLE (R)(OP)				17,280 21.2	NBC NEWS, AMER. ADVENTURE (SUS OP)							
----------------	------------------------	--	--	--	----------------	---------------------------------------	--	--	--	--	--	--	--

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG AUD BY ¼ HR. %

13,610 16.7 27 15.5	16.1* 27*	17.7* 28*	17.3	16.4* 25*	11.9 20 12.5	12.1* 19*	11.5* 19*	12.2* 23*	12.0
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TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
	53.0	54.4	55.7	56.9	58.1	59.1	60.0	61.1	62.1	63.3	64.2	65.0	66.0	67.0	68.0	69.0	70.0	71.0	72.0	73.0

U.S. TV Households 81,500,000

For explanation of symbols, See page A

EVE.WED. SEPT. 23, 1981

EVE, THU. SEP 17 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		19,640 24.1		29,750 36.5											
ABC TV		BEST OF THE WEST													
AVERAGE AUDIENCE (Households (000) & %)		15,810 19.4		16,460 20.2		16.1*		21.6*		22.1*		21.3*		21.2*	
SHARE OF AUDIENCE %		33		35		28*		35*		36*		36*		37*	
AVG. AUD. BY ¼ HR.		18.9 20.0		15.0 17.2		21.1		22.1 21.9		22.4		21.4 21.3		21.7 20.8	

TOTAL AUDIENCE (Households (000) & %)		20,700 25.4			15,000 18.4			14,020 17.2		
		MAGNUM, P.I. (R)(OP)			NURSE (R)			KNOTS LANDING (R)		
CBS TV										
AVERAGE AUDIENCE (Households (000) & %)		13,370 16.4			11,410 14.0			10,110 12.4		
SHARE OF AUDIENCE %		27			22			22		
AVG. AUD. BY 1/4 HR.		14.2			13.9			12.2		

TOTAL AUDIENCE (Households (000) & %)		14,340 17.6		18,340 22.5											
		GAMES PEOPLE PLAY (R)(OP)				NBC THURSDAY NIGHT MOVIES JENNIFER: A WOMAN'S STORY(R)(SUS-OP)									
NBC TV															
AVERAGE AUDIENCE (Households (000) & %)		8,560 10.5		9.7*		11.2*		12,390 15.2		14.0*		15.5*		15.8*	
SHARE OF AUDIENCE %		18		17 *		18 *		25		22 *		25 *		27 *	
AVG. AUD. BY ¼ HR. %		9.7		9.7		10.9		11.5		13.3		14.6		15.4	

TOTAL AUDIENCE (Households (000) & %)		15,730 19.3		15,650 19.2		15,730 19.3		18,500 22.7		20/20	
ABC TV		WORK & MINDY (R)		BEST OF THE WEST		REAGAN ADDRESS- ABC (SUS)		TAXI (R)(OP)			
AVERAGE AUDIENCE (Households (000) & %)		13,280 16.3		14,100 17.3		13,690 16.8		13,120 16.1		15.5*	
SHARE OF AUDIENCE		29		29		27		28		26 *	
AVG. AUD. BY ¼ HR. %		15.3 17.2		17.2 17.5		16.1 17.5		15.3 15.6		17.2 16.3	

TOTAL AUDIENCE (Households (000) & %)		19,150 23.5		MAGNUM, P.I. (R)(OP)		15,490 19.0		REAGAN ADDRESS- CBS (9:00-9:33PM) (SUS)		15,490 19.0		NURSE (R)(OP) (9:33-10:33PM)		13,940 17.1		KNOTS LANDING (R)(OP)(-OP) (10:33-11:33PM)	
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		14,430 17.7	16.2*		19.2*				11,740 14.4	13.2*		15.6*		9,860 12.1	12.4*		
SHARE OF AUDIENCE %		30	29 *		32 *				24	22 *		26 *		25	23 *		
AVG AUD BY ¼ HR. %		15.3	17.0	18.7	19.8				13.1	13.2	15.1	16.0		12.3	12.5		

TOTAL AUDIENCE (Households (000) & %)		11,080 13.6		11,080 13.6		20,460 25.1		20,460 25.1	
NBC TV									
AVERAGE AUDIENCE (Households (000) & %)		6,680 8.2		8.4*		8.0*		11,570 14.2	
SHARE OF AUDIENCE %		14		15*		13*		26	
AVG. AUD. BY ¼ HR %		8.8		7.9		7.6		13.2	
								13.7	
								14.8	
								15.0	
								15.0	
								14.7*	
								27*	

TV HOUSEHOLDS USING TV	WK 1	54.3	55.7	57.2	59.1	60.0	62.4	62.9	63.4	63.3	62.1	59.4	58.0	56.9	55.1
(See Def. 1)	WK 2	52.3	54.1	55.9	57.8	59.4	61.2	61.5	62.6	61.2	60.6	58.9	57.5	54.3	51.1

**U.S. TV Households: 81,500,000**

For explanation of symbols, See page A

EVE. THU. SEPT. 24, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 18, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

13,450  
16.5  
BENSON  
(R)

13,200  
16.2  
IT'S A LIVING  
(R)(OP)

16,540  
20.3

ABC FRIDAY NIGHT MOVIE  
FLY AWAY HOME

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

11,250  
13.8  
27  
13.1

11,900  
14.6  
26  
14.0

9,370  
11.5  
21  
12.0

11.3\*  
20\*  
10.7

11.6\*  
21\*  
11.6

11.6\*  
21\*  
11.7

11.6\*  
22\*  
11.5

TOTAL AUDIENCE  
(Households (000) & %)

16,630  
20.4

INCREDIBLE HULK  
(R)(OP)

21,270  
26.1

DUKES OF HAZZARD  
(R)

18,340  
22.5

DALLAS  
(R)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

12,550  
15.4  
28  
12.7

13.7\*  
26\*  
14.7

17.0\*  
30\*  
16.5

17.520  
21.5  
38  
20.9

21.3\*  
38\*  
21.7

21.8\*  
39\*  
22.0

15,080  
18.5  
35  
18.2

18.5\*  
34\*  
18.8

18.5\*  
35\*  
18.6

18.4

TOTAL AUDIENCE  
(Households (000) & %)

12,960  
15.9

NBC MAGAZINE  
(OP)

15,970  
19.6

NBC FRIDAY NIGHT MOVIE  
EMBRYO(OP)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

8,970  
11.0  
20  
10.8

10.7\*  
21\*  
10.5

11.4\*  
20\*  
11.1

9,130  
11.2  
20  
9.8

10.0\*  
18\*  
10.2

10.4\*  
18\*  
10.4

12.4\*  
23\*  
12.7

12.0\*  
23\*  
12.1

TOTAL AUDIENCE  
(Households (000) & %)

15,570  
19.1  
BENSON  
(R)

13,940  
17.1  
IT'S A LIVING  
(R)(OP)

16,540  
20.3

ABC FRIDAY NIGHT MOVIE  
GOLDEN GATE

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

13,120  
16.1  
29  
15.3

12,230  
15.0  
26  
15.0

10,270  
12.6  
23  
11.8

11.9\*  
21\*  
11.9

12.0\*  
21\*  
12.1

13.2\*  
24\*  
13.0

13.4\*  
25\*  
13.5

13.3

TOTAL AUDIENCE  
(Households (000) & %)

16,790  
20.6

INCREDIBLE HULK  
(R)(OP)

20,210  
24.8

DUKES OF HAZZARD  
(R)

17,600  
21.6

DALLAS  
(R)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

12,310  
15.1  
26  
13.2

13.9\*  
25\*  
14.6

16.2\*  
28\*  
15.9

16,460  
20.2  
35  
17.7

18.6\*  
33\*  
19.6

21.7\*  
38\*  
21.2

13,940  
17.1  
32  
16.7

16.9\*  
31\*  
17.1

17.4\*  
33\*  
17.3

17.5

TOTAL AUDIENCE  
(Households (000) & %)

12,960  
15.9

NBC MAGAZINE  
(OP)

15,490  
19.0

NBC FRIDAY NIGHT MOVIE  
BETTER LATE THAN NEVER(R)  
(SLS-OP)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

8,560  
10.5  
18  
10.7

10.2\*  
18\*  
9.8

10.8\*  
19\*  
11.1

9,130  
11.2  
20  
10.7

10.4\*  
18\*  
10.1

10.2\*  
18\*  
10.0

11.6\*  
21\*  
11.3

12.7\*  
24\*  
11.9

12.7

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	48.6	48.8	50.2	53.2	55.8	57.7	56.4	56.1	56.9	55.7	54.6	54.2	53.1	52.1	51.1	50.1	49.1	48.1	47.1	46.1
	19.3	50.4	52.4	55.0	56.9	57.5	58.4	57.1	57.1	57.3	57.5	55.0	53.9	53.4	52.4	51.4	50.4	49.4	48.4	47.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE. FRI. SEPT. 25, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT. 19, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	13,200 16.2				20,540 25.2				15,730 19.3			
	ABC TV	240 ROBERT (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	9,940 12.2				16,060 19.7				12,550 15.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24	23 *	25 *	13.0*	36	34 *	38 *	20.7*	30	30 *	29 *	15.1*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,530 16.6				21,270 26.1				15,730 19.3			
	CBS TV	ENCS (R)(OP)				CBS SAT. NIGHT MOVIE THE SHOOTIST(R)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	9,860 12.1				14,260 17.5				12,550 15.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24	22 *	25 *	13.3*	33	29 *	31 *	20.7*	30	30 *	29 *	15.1*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,670 18.0				10,600 13.0				11,170 13.7			
	NBC TV	BARBARA MANDRELL (R)(OP)				MARIE (SUS-OP)				ANSON N LORRIE			
	AVERAGE AUDIENCE (Households (000) & %)	10,430 12.8				7,340 9.0				7,990 9.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25	25 *	25 *	13.0*	16	18 *	15 *	8.0*	19	19 *	18 *	9.4*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	20,780 25.5				19,720 24.2				10,350 12.7			
	ABC TV	NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (5:00-8:19PM)(-OP)				LOVE BOAT (R)(OP) (8:19-10:00PM)				BUDGET CUTS- OTHER VIEWS (SJS)			
	AVERAGE AUDIENCE (Households (000) & %)	12,390 15.2				11,820 14.5				14,7* 18.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14.9*	31 *	32 *	11.5*	20 *	17.6*	31 *	18.5*	28 *	28 *	28 *	14.7*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	21,030 25.8				19,720 24.2				10,350 12.7			
	CBS TV	WALT DISNEY THE LOVE BUG, PART 1(OP)				CBS SAT. NIGHT MOVIE MATILDA				BUDGET CUTS- OTHER VIEWS (SJS)			
	AVERAGE AUDIENCE (Households (000) & %)	15,730 19.3				11,820 14.5				14,7* 18.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34	32 *	36 *	20.6*	26	15.3*	25 *	13.6*	28 *	28 *	28 *	14.7*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,590 17.9				11,570 14.2				10,350 12.7			
	NBC TV	BARBARA MANDRELL (R)(OP)				MARIE (OP)				WACKED OUT PRES BUDGET CUT- VIEWS (SJS)			
	AVERAGE AUDIENCE (Households (000) & %)	10,430 12.8				7,820 9.6				8,070 9.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23	22 *	23 *	13.1*	17	10.1*	17 *	9.2*	19	19 *	18 *	9.4*

TV HOUSEHOLDS USING TV	WK 1	48.4	50.1	49.4	50.5	51.9	53.1	54.2	55.4	55.3	54.8	53.2	52.2	52.0	51.1
(See Def. 1)	WK 2	50.9	53.3	55.9	56.1	56.8	57.2	57.3	56.6	55.8	54.9	53.4	52.8	49.8	48.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.26, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.19, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,870  
(Households (000) & %) { 7.2

## ABC TV

ABC  
WEEKEND  
REPORT  
SAT.

AVERAGE AUDIENCE { 5,380  
(Households (000) & %) { 6.6  
SHARE OF AUDIENCE % 15  
AVG. AUD. BY ¼ HR. % 6.6

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,570  
14.2

THINGS WE DID LAST SUMMER  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

5,870  
7.2 8.4\* 6.9\*  
22 23\* 22\*  
9.1 7.8 7.1 6.6 5.8 5.2

TOTAL AUDIENCE { 4,320  
(Households (000) & %) { 5.3

## ABC TV

ABC  
WEEKEND  
REPORT  
SAT.

AVERAGE AUDIENCE { 4,400  
(Households (000) & %) { 5.4  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 5.4

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,740  
14.4

SATURDAY NIGHT  
(11:30-12:52AM)  
(SUSTAINING 12:52-1:00AM)

6,600  
8.1 8.4\* 8.6\* 7.0\*  
25 23\* 27\* 26\*  
8.4 8.3 8.8 8.3 7.2 6.5

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31
(See Def. 1)	37.7	35.0	32.5	30.3	27.8	25.4	22.0	19.9	16.9	14.6	13.0	11.5	9.6	8.8	38.9	35.2	33.1	30.3	27.9	26.2	22.6	19.3	17.0	15.2	13.2	12.0	10.7	9.6			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

EVE.SAT. SEPT.26, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT. 20, 1981

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)	{	15,970 19.6		26,000 31.9		21,110 25.9	
ABC TV		THEATER/YOUNG AMERICANS PLEASE DON'T HIT ME, MOM(OP)			CODE RED (OP)	ABC SUNDAY NIGHT MOVIE OUR FAMILY BUSINESS(OP)	

AVERAGE AUDIENCE (Households (000) & %)	11,410 14.0	12.2*	17,360 21.3										14,340 17.6	19.4*	17.8*	15.7*
SHARE OF AUDIENCE %	26	23 *	15.8*	28 *	35	30 *	22.5*	37 *	23.7*	39 *	31	32 *	17.8*	31 *	29 *	15.4
AVG. AUD. BY 1/4 HR.	10.6	13.7	15.0	16.6	16.6	18.9	21.8	23.3	23.7	23.6	20.0	18.7	18.0	17.6	16.0	15.4

TOTAL AUDIENCE (Households (000) & %)		{		25,020 30.7			17,030 20.9	18,090 22.2	19,150 23.5	17,360 21.3	16,460 20.2							
CBS TV		(1) (-OP)	60 MINUTES		(R)(OP)(-OP) (7:35-8:35PM)		ARCHIE BUNKER'S PLACE	ONE DAY AT A TIME	ALICE	JEFFERSONS	TRAPPER JOHN M.D.							
							(R)(OP)(-OP) (8:35-9:05PM)	(R)(OP)(-OP) (9:05-9:35PM)	(R)(OP)(-OP) (9:35-10:05PM)	(R)(OP)(-OP) (10:05-10:35PM)	(R)(OP) (10:35-11:35PM)							
AVERAGE AUDIENCE (Households (000) & %)		{	16.5*	21.6	20.7*	22.5*	17.5	18.8	20.7	19.4	14.7							
SHARE OF AUDIENCE %		%	33 *	37	37 *	38 *	29	30	34	33	28 *							
AVG. AUD. BY 1/4 HR.		%	16.7	16.4	20.5	20.8	22.4	22.5	16.6	17.5	17.7	19.0	19.7	21.1	19.4	19.5	15.4	14.8

TOTAL AUDIENCE (Households (000) & %)	{ 12,880 15.8		16,140 19.8					19,800 24.3									
NBC TV	HERE'S BOOMER (R)					GET HIGH ON YOURSELF (OP)					BIG EVENT COACH OF THE YEAR(R)(OP)						
AVERAGE AUDIENCE (Households (000) & %)	{ 9,130 11.2	10.0*	12.3*	10,110 12.4		12.3*	12.4*	15.5	11.7*	15.1*	17.2*	18.1*					
SHARE OF AUDIENCE %	{ 20	19 *	22 *	21	21 *	20 *	27	19 *	25 *	30 *	34 *						
AVG. AUD. BY ¼ HR.	{ 9.7	10.3	11.8	12.9	12.4	12.1	12.8	12.1	11.3	12.1	14.5	15.6	16.9	17.6	18.4	17.8	

TOTAL AUDIENCE (Households (000) & %)	{	12,470 15.3	20,130 24.7										7,820 9.6				
ABC TV		← THEATER/YOUNG AMERICANS STONED(R)(OP)					ABC SUNDAY NIGHT MOVIE INVASION OF THE BODY SNATCHERS(R) (8:00-10:25PM)(OP)(-OP)					IT'S A LIVING SPECIAL (10:25-10:55PM) (OP)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)	{	7,820 9.6	8.2*	11.0*	13.6	13.1*	14.5*	14.4*	13.3*	7,010 8.6							
SHARE OF AUDIENCE %		17	15 *	19 *	21	21 *	22 *	22 *	20 *	15							
AVG. AUD. BY ¼ HR.	%	7.6	8.8	10.3	11.7	12.8	13.4	14.0	15.0	14.9	13.8	13.4	13.2	13.3	8.7	8.6	8.4

TOTAL AUDIENCE		24,450				13,200		14,100		14,100		15,570		17,440			
(Households (000) & %)		30.0				16.2		17.3		17.3		19.1		21.4			
CBS TV		60 MINUTES				ARCHIE BUNKER'S		ONE DAY AT A		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
(2)		(R)(OP)(-OP)				(R)(OP)(-OP)		(R)(OP)(-OP)		(R)(OP)(-OP)		(R)(OP)(-OP)		(R)(OP)			
(-OP)		(7:23-8:23PM)				(8:23-8:53PM)		(8:53-9:23PM)		(9:23-9:53PM)		(9:53-10:23PM)		(10:23-11:23PM)			
AVERAGE AUDIENCE		16,790				11,650		11,650		12,800		13,120		12,710			
(Households (000) & %)		20.6				14.3		14.3		15.7		16.1		15.6			
SHARE OF AUDIENCE		35				21.3*		21		23		25		27 *			
%		37 *				22		21		23		25		29			
AVG AUD BY 1/4 HR.		16.4	21.1	21.5	21.1	20.5	13.8	14.3	12.0	14.9	14.5	16.0	14.5	16.3	16.1	15.9	15.5

TOTAL AUDIENCE		16,220		26,080		33,170											
Households (000) & (%)		19.9		32.0		40.7											
NBC TV		CHIPS		BOB HOPE COMEDY SP (AL)		J CARSON ANNIVERSARY SP											
		(R)		(OP)		(S+S-OP)											
AVERAGE AUDIENCE		10,600		18,420		22,820											
Households (000) & (%)		13.0		22.6		28.0											
SHARE OF AUDIENCE		10.9*		20.2*		26.1*											
%		21		35		44											
AVG. AUD. BY 1/4 HR		9.5		18.2		25.5											
		12.3		22.3		26.8											
		14.2		24.5		27.3											
		15.8		25.6		28.3*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
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		15.8		25.6		28.7*											
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		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
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		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6		28.7*											
		15.8		25.6													

TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	WK 2	55.0	56.7	58.4	60.4	60.9	61.1	61.7	60.6	59.7	59.0	57.5	54.5	52.6
			55.5	58.8	61.7	63.4	65.1	66.1	66.1	66.5	66.9	64.6	61.3	57.4	54.8

U.S. TV Households 81,500,000  
(1) CBS NFL FTB, GM... 11:00-11:30 AM AND TIMES, CBS, MULTI-SEGMENT TELECAST  
A-17(2) CBS NFL FTB, GM... 11:00-11:30 AM AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

EVE.SUN. SEPT. 27, 1981



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,990  
(Households (000) & %) { 4.9

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 3,750  
(Households (000) & %) { 4.6  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 4.6

TOTAL AUDIENCE { 3,420  
(Households (000) & %) { 4.2

## CBS TV

TRAPPER JOHN, M.D. CBS SUNDAY  
(R)(-OP) NEWS-OSGOOD  
(10:35-11:35PM) (11:35-11:50PM)  
(OP)

AVERAGE AUDIENCE { 3,420  
(Households (000) & %) { 4.2  
SHARE OF AUDIENCE % 14.8\*  
AVG. AUD. BY ¼ HR. % 32\* 13  
15.3 14.3 4.4 3.8

TOTAL AUDIENCE { 1,710  
(Households (000) & %) { 2.1

## NBC TV

NBC LATE NIGHT MOVIE  
GREATEST HEROES OF THE BIBLE(R)  
(11:30-12:13AM)  
(SUSSTAINING 12:13-1:30AM)

AVERAGE AUDIENCE { 1,140  
(Households (000) & %) { 1.4 1.4\*  
SHARE OF AUDIENCE % 5 4\*  
AVG. AUD. BY ¼ HR. % 1.3 1.4 1.6

TOTAL AUDIENCE { 3,180  
(Households (000) & %) { 3.9

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 3,020  
(Households (000) & %) { 3.7  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 3.7

TOTAL AUDIENCE { 4,480  
(Households (000) & %) { 5.5

## CBS TV

TRAPPER JOHN, M.D. CBS SUNDAY  
(R)(-OP) NEWS-OSGOOD  
(10:23-11:23PM) (11:23-11:38PM)  
(OP)

AVERAGE AUDIENCE { 4,160  
(Households (000) & %) { 5.1  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 17.1 5.3 4.9

TOTAL AUDIENCE { 2,850  
(Households (000) & %) { 3.5

## NBC TV

NBC LATE NIGHT MOVIE  
ST. IVES(R)  
(11:30-12:40AM)  
(SUSSTAINING 12:40-1:00AM)

AVERAGE AUDIENCE { 1,470  
(Households (000) & %) { 1.8 2.2\* 1.5\*  
SHARE OF AUDIENCE % 7 7\* 6\*  
AVG. AUD. BY ¼ HR. % 2.3 2.1 1.5 1.6 1.0

TV HOUSEHOLDS USING TV WK 1	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
(See Def. 1)	29.8	29.5	25.2	22.3	19.5	15.0	13.3	11.0	8.8	7.2	6.2	5.0	4.5	4.2	3.9	3.3
	29.6	29.6	25.4	21.9	19.6	14.4	12.6	10.6	8.8	6.9	5.5	4.4	3.9			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 14-18, 1981

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,890 6.0		5,050 6.2	
GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)	
3,750 4.6		4,160 5.1	
29		29	
4.5 4.7		5.1 5.2	

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,260 4.0		2,930 3.6		4,400 5.4		4,970 6.1	
MORNING-CHARLES KURALT		CAPTAIN KANGAROO		JEFFERSONS M-F		ALICE M-F	
1,870 2.3		1,790 2.2		3,590 4.4		4,240 5.2	
2.0*		2.1*		25		29	
17		13		4.1		5.1	
1.8		2.0		4.8		5.3	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,400 5.4		4,650 5.7		2,640 2.5		2,610 3.2	
TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		LAS VEGAS GAMBIT		BLOCKBUSTERS	
3,260 4.0		3,910 4.8		1,710 2.1		2,200 2.7	
25		27		12		15	
3.8 4.2		4.7 4.8		2.0		2.2	

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,970 6.1		5,300 6.5	
GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)	
3,990 4.9		4,400 5.4	
29		29	
4.8 5.0		5.4 5.5	

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,180 3.9		3,180 3.9		4,320 5.3		4,970 6.1	
MORNING-CHARLES KURALT		CAPTAIN KANGAROO		JEFFERSONS M-F		ALICE-M-F	
1,870 2.3		1,960 2.4		3,500 4.3		4,240 5.2	
2.0*		2.2*		24		29	
16		13		4.0		5.1	
1.8		2.0		4.7		5.3	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,730 5.8		5,380 6.6		2,530 3.1		3,100 3.8	
TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		LAS VEGAS GAMBIT		BLOCKBUSTERS	
3,750 4.6		4,320 5.3		2,120 2.6		2,610 3.2	
28		28		14		18	
4.3 4.9		5.4 5.3		2.6		2.7	

TV HOUSEHOLDS USING TV WK 1	17.4	13.8	15.1	16.2	16.9	17.5	17.7	18.0	17.3	17.7	17.6	18.3
(See Def. 1) WK 2	17.7	15.3	16.5	17.7	18.4	18.5	18.9	19.1	18.1	18.2	18.0	17.9

U.S. TV Households 21,500,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 21-25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 14-18, 1981

TIME	11 00	11 15	11 30	11 45	12 00	12 15	12 30	12 45	1 00	1 15	1 30	1 45	2 00	2 15	2 30	2 45
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TOTAL AUDIENCE (Households (000) & %)	{	6,760 8.3				5,870 7.2			6,440 7.9				9,700 11.9			9,370 11.5
		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)		

## ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0	5.7*		6.3*	4,890 6.0			5,380 6.6			7,500 9.2	9.0*		9.5*	7,500 9.2
SHARE OF AUDIENCE	%	31	30 *		32 *	27			28			36	35 *		37 *	36
AVG. AUD. BY ¼ HR.	%	5.6	5.9	6.3	6.3	5.7	6.3		6.5	6.1		9.2	9.2	9.4	9.5	9.0

TOTAL AUDIENCE (Households (000) & %)	{	4,480 5.5		5,540 6.8				7,580 9.3				6,360 7.8				5,300 6.5
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR		

## CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7		4,730 5.8				5,620 6.9	6.6*			4,730 5.8	5.7*			4,650 5.7
SHARE OF AUDIENCE	%	25		29				30	30 *			22	22 *			23 *
AVG. AUD. BY ¼ HR.	%	4.5	4.9	5.6	5.9			6.4	6.8			5.6	5.7	6.0	5.9	5.5

TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.6		3,500 4.3		2,040 2.5		2,930 3.6				5,300 6.5			4,650 5.7	
		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD		

## NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,260 4.0		2,930 3.6		1,790 2.2		2,450 3.0				3,750 4.6	4.3*		3,590 4.4	4.3*
SHARE OF AUDIENCE	%	21		18		10		13				18	17 *		17	17 *
AVG. AUD. BY ¼ HR.	%	4.0	4.0	3.6	3.5	2.1	2.2	2.8	3.0			4.2	4.4	4.9	5.1	4.5

TOTAL AUDIENCE (Households (000) & %)	{	6,280 7.7				5,790 7.1		6,030 7.4				9,540 11.7			9,780 12.0	
		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)		

## ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3	5.0*		5.6*	4,810 5.9		5,130 6.3				7,340 9.0	8.5*		7,660 9.4	9.2*
SHARE OF AUDIENCE	%	28	27 *		28 *	26		26				34	32 *		35	35 *
AVG. AUD. BY ¼ HR.	%	4.7	5.2	5.5	5.7	5.6	6.1	6.2	6.4			8.2	8.9	9.5	9.7	9.1

TOTAL AUDIENCE (Households (000) & %)	{	4,650 5.7		5,620 6.9				8,070 9.9				6,600 8.1				5,620 6.9
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR TOMORROW		

## CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.7		4,890 6.0				5,790 7.1	7.0*			4,890 6.0	5.9*			4,890 6.0
SHARE OF AUDIENCE	%	26		30				30	31 *			23	22 *			23
AVG. AUD. BY ¼ HR.	%	4.5	4.9	5.8	6.1			6.9	7.1			7.2	7.3	6.0	5.9	6.1

TOTAL AUDIENCE (Households (000) & %)	{	4,160 5.1		3,420 4.2		2,200 2.7		3,020 3.7				5,710 7.0			4,810 5.9	
		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD		

## NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	1,500 4.3		3,020 3.7		1,870 2.3		2,610 3.2				4,240 5.2	4.9*		3,670 4.5	4.4*
SHARE OF AUDIENCE	%			19		10		13				20	19 *		17	17 *
AVG. AUD. BY ¼ HR.	%		4.4	3.7	3.8	2.2	2.4	3.2	3.3			4.8	5.0	5.3	5.4	4.6

TV HOUSEHOLDS USING TV	WK 1			20.1	21.1	22.4	23.8	23.6		25.8	26.1	25.8	26.0	25.5	25.5	25.4	26.3
(See Def. 1)	WK 2			19.7	20.9	22.4	24.0	24.2		25.6	26.6	26.6	26.7	26.2	26.3	26.1	27.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 21-25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 14-18, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 12,310 15.1		4,890 6.0		11,080 13.6									
			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT											
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,780 12.0		4,240 5.2		9,540 11.7									
	SHARE OF AUDIENCE %		{ 41 10.9		18 5.4		24 11.4									
	AVG. AUD. BY 1/4 HR.		{ 11.4* 11.9		5.1 5.1		12.1 12.1									
	TOTAL AUDIENCE (Households (000) & %)		{ 7,170 8.8		3,910 4.8		10,680 13.1									
			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F											
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,710 7.0		3,180 3.9		9,290 11.4									
W E E K 2	SHARE OF AUDIENCE %		{ 24 6.5		13 3.6		23 11.5									
	AVG. AUD. BY 1/4 HR.		{ 6.9 6.9		4.1 4.1		11.4 11.4									
	TOTAL AUDIENCE (Households (000) & %)		{ 4,080 5.0				11,000 13.5									
			TEXAS													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,850 3.5				9,700 11.9									
	SHARE OF AUDIENCE %		{ 12 3.5				24 11.6									
	AVG. AUD. BY 1/4 HR.		{ 3.5 3.5				12.1 12.1									
	TOTAL AUDIENCE (Households (000) & %)		{ 12,230 15.0		5,300 6.5		10,190 12.5									
			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT											
W E E K 2	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,860 12.1		4,650 5.7		8,880 10.9									
	SHARE OF AUDIENCE %		{ 41 11.3		19 5.9		22 10.6									
	AVG. AUD. BY 1/4 HR.		{ 11.7* 12.1		5.6 5.6		11.1 11.1									
	TOTAL AUDIENCE (Households (000) & %)		{ 7,500 9.2		3,990 4.9		10,680 13.1									
			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F											
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,950 7.3		3,340 4.1		9,290 11.4									
	SHARE OF AUDIENCE %		{ 24 7.0		14 3.9		23 11.3									
	AVG. AUD. BY 1/4 HR.		{ 7.2 7.2		4.3 4.3		11.5 11.5									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,910 4.8				10,430 12.8									
			TEXAS													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,840 3.5				9,050 11.1									
	SHARE OF AUDIENCE %		{ 12 3.4				22 10.9									
	AVG. AUD. BY 1/4 HR.		{ 3.4 3.4				11.3 11.3									

TV HOUSEHOLDS USING TV WK 1	WK 2				31.9	29.3	30.4	31.8	31.6	35.5	37.3	38.9	41.9	45.9	47.9	48.4	49.4
(See Def. 1)					30.2	30.8	32.2	33.8	35.5	37.4	38.7	41.3	44.9	46.9	47.9	48.4	49.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 21-25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT 19, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)					3,750 4.6		4,320 5.1		4,890 5.0		6,850 8.4		5,790 7.1		6,010 7.1	
ABC TV					SUPERFRIENDS (OP)		NEA R. I. & MARMADUKE		I W/ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO 1		RICHIE RICH/ SCOOBY DOO 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,930 3.6		3,260 4.0		4,080 5.0		5,950 7.3		4,810 5.9		5,220 6.4	
SHARE OF AUDIENCE %					25		22		24		32		28		29	
AVG. AUD. BY 1/4 HR. %					7.1	3.8	3.6	1		5.6		7.5	5.5	6.2	6.1	6.2

TOTAL AUDIENCE (Households (000) & %)					3,590 4.4		3,990 4.3		4,730 4.4		6,680 8.2		7,990 9.8		7,010 8.6	
CBS TV					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		POPEYE/OLIVE COMEDY SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,770 3.4		3,020 3.7		3,670 4.5		5,460 6.7		6,360 7.8		5,790 7.1	
SHARE OF AUDIENCE %					26		21		21		30		33		30	
AVG. AUD. BY 1/4 HR. %					2.9	3.9	3.9	3.5	4.0	4.9	6.4	7.0	7.7	7.9	7.0	7.3

TOTAL AUDIENCE (Households (000) & %)					2,450 3.0		5,790 7.1		7,500 9.2		5,540 6.8		5,710 7.0		4,160 5.1	
NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,960 2.4		4,560 5.6		6,520 8.0		4,730 5.8		4,480 5.5		3,670 4.5	
SHARE OF AUDIENCE %					20		33		38		26		24		19	
AVG. AUD. BY 1/4 HR. %					2.1	2.8	4.7	6.5	8.1	7.9	5.9	5.8	5.9	5.1	4.5	4.5

TOTAL AUDIENCE (Households (000) & %)					2,770 3.4		3,750 4.6		4,080 5.0		5,540 6.8		5,130 6.3		7,010 8.4	
ABC TV					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO 1		RICHIE RICH/ SCOOBY DOO 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		2,850 3.5		3,420 4.2		4,810 5.9		4,240 5.2		5,870 7.2	
SHARE OF AUDIENCE %					25		20		20		26		25		31	
AVG. AUD. BY 1/4 HR. %					2.3	3.1	3.3	3.8	3.7	4.8	5.8	6.1	5.0	5.3	6.9	7.6

TOTAL AUDIENCE (Households (000) & %)					3,100 3.8		4,320 5.3		4,560 5.6		6,760 8.3		7,010 8.6		7,010 8.6	
CBS TV					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		POPEYE/OLIVE COMEDY SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,120 2.6		3,260 4.0		3,750 4.6		5,710 7.0		6,190 7.6		5,870 7.2	
SHARE OF AUDIENCE %					20		24		22		31		33		29	
AVG. AUD. BY 1/4 HR. %					2.1	3.0	3.8	4.2	4.3	5.0	6.8	7.2	7.4	7.8	7.4	7.0

TOTAL AUDIENCE (Households (000) & %)					2,770 3.4		4,400 5.4		6,280 7.7		5,050 6.2		5,460 6.7		4,650 5.7	
NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		3,670 4.5		5,540 6.8		4,240 5.2		4,320 5.3		3,990 4.9	
SHARE OF AUDIENCE %					23		27		33		23		24		21	
AVG. AUD. BY 1/4 HR. %					2.5	2.9	4.1	5.0	6.9	6.7	5.3	5.2	5.4	5.3	5.0	4.9

TV HOUSEHOLDS USING TV WK 1	4.1	5.9	7.2	9.8	12.3	14.4	17.1	18.7	20.4	22.2	22.4	22.7	23.4	23.9	23.9	23.8
(See Def. 1) WK 2	4.1	6.1	7.6	9.6	11.8	14.5	16.1	17.9	19.9	21.7	22.7	23.0	22.7	23.4	24.5	25.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 26, 1981

		TIME																	
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
TOTAL AUDIENCE (Households (000) & %)		{	5,870 7.2		4,970 6.1		4,810 5.9		7,340 9.0		20,290 24.9								
			GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		(1)		AMERICAN BANDSTAND '81				NCAA FOOTBALL GAME NOTRE DAME VS MICHIGAN (1:44-4:50PM)(OP)						
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	4,650 5.7		4,240 5.2		3,910 4.8		4,730 5.8		5.0*		6.6*		9,540 11.7		11.1*	12.0*	
SHARE OF AUDIENCE %			25		23		21		22		20 *		25 *		36		38 *	38 *	
AVG. AUD. BY ¼ HR. %			5.9	5.5	4.9	5.5	4.7	4.9	4.6	5.4	6.6	6.7	9.3	9.5	10.8	11.4	11.7	12.3	
TOTAL AUDIENCE (Households (000) & %)		{	7,340 9.0		5,540 6.8		5,950 7.3		5,380 6.6		4,730 5.8		3,990 4.9						
			BLACKSTAR (OP)		TARZAN/L RANGER/ ZORRO HR1 (OP)		TARZAN/L RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES						
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	5,790 7.1		4,810 5.9		4,810 5.9		4,480 5.5		3,910 4.8		3,100 3.8						
SHARE OF AUDIENCE %			30		25		24		21		17		13						
AVG. AUD. BY ¼ HR. %			7.0	7.1	6.0	5.8	6.1	5.8	5.5	5.5	4.9	4.7	3.9	3.6					
TOTAL AUDIENCE (Households (000) & %)		{	4,970 6.1		5,300 6.5		4,650 5.7		3,670 4.5		2,280 2.8				10,350 12.7				
			SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		(2)				NBC MAJOR LEAGUE GAME NY YANKEES VS BOSTON(OP) PITTSBURGH VS PHILADELPHIA MULTI-SEGMENT TELECAST				
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	3,750 4.8		4,560 5.6		3,500 4.3		3,020 3.7		1,960 2.4				3,260 4.0				
SHARE OF AUDIENCE %			20		24		18		14		8				12				
AVG. AUD. BY ¼ HR. %			4.5	4.8	5.4	5.8	4.0	4.5	3.7	3.6	2.5				2.7 3.3 2.6				
TOTAL AUDIENCE (Households (000) & %)		{	6,280 7.7		5,300 6.5		17,280 21.2		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST										
			GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)														
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	4,970 6.1		4,320 5.3		6,600 8.1		7.6*		9.3*		9.1*		8.4*				
SHARE OF AUDIENCE %			27		23		28		28 *		33 *		33 *		28 *				
AVG. AUD. BY ¼ HR. %			6.0	6.3	5.4	5.2	5.4	6.1	7.2	8.0	8.9	9.7	9.6	8.6	8.5	8.3	7.8	6.9	
TOTAL AUDIENCE (Households (000) & %)		{	8,230 10.1		7,250 8.9		7,420 9.1		5,870 7.2		4,810 5.9		2,930 3.6						
			BLACKSTAR (OP)		TARZAN/L RANGER/ ZORRO HR1 (OP)		TARZAN/L RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES						
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	6,520 8.0		6,110 7.5		6,110 7.5		4,730 5.8		4,400 5.4		2,610 3.2						
SHARE OF AUDIENCE %			32		31		28		20		18		11						
AVG. AUD. BY ¼ HR. %			8.1	7.9	7.7	7.4	8.0	7.0	5.6	5.9	5.1	5.7	3.2	3.2					
TOTAL AUDIENCE (Households (000) & %)		{	4,320 5.3		4,080 5.0		3,590 4.4		2,850 3.5		3,260 4.0				10,920 13.4				
			SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		(3)				NBC MAJOR LEAGUE GAME LOS ANGELES VS HOUSTON MILWAUKEE VS DETROIT(OP) MULTI-SEGMENT TELECAST				
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{	3,500 4.1		3,590 4.4		3,100 3.8		2,280 2.8		3,100 3.8				3,830 4.7				
SHARE OF AUDIENCE %			22		18		14		10		13				14 *				
AVG. AUD. BY ¼ HR. %			4.1	4.2	4.2	4.6	3.6	4.0	2.8	2.7	3.8				3.8 4.0 4.1				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	24.4	24.4	24.4	24.3	24.6	26.0	27.5	27.5	27.7	28.0	28.7	28.4	29.2	30.4	30.1		
		WK 2	24.6	24.6	24.6	25.9	27.5	27.6	29.3	29.1	29.5	28.6	28.4	29.7	31.0	30.8	31.1		

U.S. TV Households: 81,500,000

(1)ABC WEEKEND SPECIAL

A-29(2)NBC MAJOR LEAGUE PRE JAN 1961

UNIVERSITY OF CALIFORNIA, ABC (12:00-12:30PM)

(3) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A

DAY SAT. SEPT. 26. 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 19, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

												14,670																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 20, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,790  
2.2  
KIDS ARE PEOPLE TOO I  
(10:30-11:03AM)  
1,300  
1.6  
7  
1.6 1.6

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

MIGHTY MOUSE/  
HECKLE-JECKL  
(SUS)  
(SUS-OP)

DRAK PACK  
(SUS)  
(SUS-OP)

7,250  
8.9

SUNDAY MORNING

FOR OUR TIMES  
(SUS)

3,830

4.7

3.8\*

5.1\*

5.3\*

26

24 \*

27 \*

27 \*

3.4

4.2

4.7

5.4

5.4

5.2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

DIRECTIONS  
(SUS)

1,870 1,870  
2.3 2.3  
KIDS ARE PEOPLE TOO I  
(10:30-10:58AM)  
(-OP)  
1,390 1,470  
1.7 1.8  
8 8  
1.5 1.7

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

MIGHTY MOUSE/  
HECKLE-JECKL  
(SUS)  
(SUS-OP)

DRAK PACK  
(SUS)  
(SUS-OP)

6,440  
7.9

SUNDAY MORNING

FOR OUR TIMES  
(SUS)

3,500

4.3

3.8\*

4.3\*

4.9\*

23

23 \*

22 \*

23 \*

3.6

4.0

4.1

4.5

4.9

4.9

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24
(See Def. 1)	1.1	1.1	6.2	6.8	8.3	10.0	12.0	13.4	15.5	17.4	18.9	20.1	20.5	21.5	21.3	21.6	16.4	18.2	19.1	20.3	21.9	22.1	22.2	22.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. SEPT. 27, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 20, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{	2,120 2.6	1,550 1.9	2,770 3.4	1,960 2.4						
ABC TV			KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP)		ANIMALS, ANIMALS (6US-OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (8:16)	
AVERAGE AUDIENCE (Households (000) & %)		{	1,630 2.0	1,140 1.4	2,280 2.8	1,630 2.0						
SHARE OF AUDIENCE %			9	6	11	7						
AVG. AUD. BY ¼ HR.		%	2.0	1.9	2.7	2.8	2.0	2.0				

TOTAL AUDIENCE (Households (000) & %)		{	4,240 5.2		6,520 8.0		26,650 32.7									
CBS TV			FACE THE NATION		CBS NFL FTBL PRE		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST									
AVERAGE AUDIENCE (Households (000) & %)		{	3,100 3.8		4,650 5.7		12,880 15.8		11.2*		13.8*		15.6*		16.4*	
SHARE OF AUDIENCE		%	16		23		44		38 *		41 *		42 *		43 *	
AVG. AUD. BY ¼ HR.		%	4.1		3.5		4.8		6.6		10.3		12.1		13.2	
											14.5		15.3		16.1	
													16.6		16.4	

TOTAL AUDIENCE (Households (000) & %)		{	2,930 3.6		4,810 5.9		23,880 29.3									
			MEET THE PRESS		NFL '81-NBC PRE		NFL FOOTBALL GAME 1 NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST									
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)		{	2,200 2.7		3,830 4.7		11,250 13.8		10.9*		13.7*		14.4*		13.9*	
SHARE OF AUDIENCE %			12		19		45		41 *		47 *		46 *		44 *	
AVG. AUD. BY ¼ HR. %			2.6		2.9		4.1		5.3		9.7		12.0		13.3	
											14.1		14.5		14.3	
													13.0		14.7	

TOTAL AUDIENCE (Households (000) & %)		{	2,610 3.2		2,930 3.6		3,670 4.5									
ABC TV			KIDS ARE PEOPLE TOO II (10:58-11:30AM) (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		SOCCER BOWL '81							
AVERAGE AUDIENCE (Households (000) & %)		{	1,870 2.3		2,280 2.8		1,220 1.5		1.7*		1.4*		1.2*		1.8*	
SHARE OF AUDIENCE %			10		11		4		6 *		4 *		3 *		4 *	
AVG. AUD. BY ¼ HR. %			1.7		1.9		2.5		2.2		2.8		2.7		1.7	

TOTAL AUDIENCE (Households (000) & %)		{	2,850 3.5		7,820 9.6		26,810 32.9											
CBS TV			FACE THE NATION		CBS NFL FTBL PRE		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST											
AVERAGE AUDIENCE (Households (000) & %)		{	2,450 3.0		6,440 7.9		13,120 16.1		12.0*		15.8*		16.7*		16.1*			
SHARE OF AUDIENCE %			11		31		43		40 *		46 *		45 *		41 *			
AVG. AUD. BY ¼ HR. %			2.1		2.1		2.1		2.1		2.1		2.1		2.1			

TOTAL AUDIENCE (Households (000) & %)		{	3,020 3.7		5,300 6.5		25,350 31.1									
NBC TV			MEET THE PRESS		NFL '81 NBC PRE		NFL FOOTBALL GAME 1 NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST									
AVERAGE AUDIENCE (Households (000) & %)		{	2,770 3.4		4,080 5.0		12,230 15.0		11.4*		14.0*		15.3*		14.9*	
SHARE OF AUDIENCE %			14		20		40		38 *		41 *		41 *		38 *	
AVG. AUD. BY ¼ HR. %			3.6		3.3		4.2		5.7		10.3		12.7		13.7	

TV HOUSEHOLDS USING TV	WA	23.8	25.0	25.3	25.8	26.0	27.1	27.8	28.9	31.6	33.4	35.2	36.4	38.0	38.4	38.6
(See Def. 1)	WA	24.2	24.4	25.5	26.5	27.1	27.8	29.5	32.6	34.7	35.7	37.2	38.4	39.4	39.4	39.9

U.S. TV Households\* 81,500,000

For explanation of symbols, See page A

DAY SUN. SEPT. 27, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE { 11,250  
(Households (000) & %) 13.8

### ABC TV

ABC SUNDAY AFTERNOON BSL  
CINCINNATI VS LOS ANGELES  
OAKLAND VS CHICAGO MULTI-SEGMENT TELECAST

4,810  
5.9  
ABC WORLD NEWS  
TONIGHT-SUN

AVERAGE AUDIENCE { 3,590  
(Households (000) & %) 4.4  
SHARE OF AUDIENCE % 11  
AVG AUD BY ¼ HR. % 3.2

3.4*		3.8*	4.3*	1*	4.5*	5.0*		3,500	
9*		9*	11*	1*	11*	12*		4.9	
3.5	3.5	4.0	4.2	4.4	5.1	5.0	1.1	4.2	4.4

TOTAL AUDIENCE {  
(Households (000) & %)

### CBS TV

CBS NFL FTBL GM 1  
VARIOUS TEAMS AND TIMES(OP)  
MULTI-SEGMENT TELECAST  
(-OP)

CBS NFL FTBL GM 2  
VARIOUS TEAMS AND TIMES(OP)  
MULTI-SEGMENT TELECAST

AVERAGE AUDIENCE {  
(Households (000) & %) 16.9\*  
SHARE OF AUDIENCE % 44\*  
AVG AUD BY ¼ HR. % 16.8

17.0	17.8	18.2	14.2	10.8	<<	11.1	13.4	14.2	14.1	13.1	13.6	13.9	14.2	13.7
17.0	17.8	18.2	14.2	10.8	<<	11.1	13.4	14.2	14.1	13.1	13.6	13.9	14.2	13.7

TOTAL AUDIENCE {  
(Households (000) & %)

### NBC TV

NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES(OP)  
MULTI-SEGMENT TELECAST

6,190  
7.6  
NBC NIGHTLY NEWS-SUN

AVERAGE AUDIENCE {  
(Households (000) & %) 15.2\*  
SHARE OF AUDIENCE % 48\*  
AVG AUD BY ¼ HR. % 15.3

15.1	15.5	15.0	9.7	.5	<<									
15.1	15.5	15.0	9.7	.5	<<									

TOTAL AUDIENCE {  
(Households (000) & %)

### ABC TV

ABC SUNDAY AFTERNOON BSL  
MILWAUKEE VS DETROIT  
PITTSBURGH VS ST. LOUIS  
MULTI-SEGMENT TELECAST

4,400  
5.4  
ABC WORLD NEWS  
TONIGHT-SUN

AVERAGE AUDIENCE {  
(Households (000) & %) 3,020  
SHARE OF AUDIENCE % 3.7  
AVG AUD BY ¼ HR. % 3.6

3.4*		3.1*	3.4*	3.8*		4.4*		3,670	
8*		7*	8*	9*		10*		4.5	
3.4	3.1	3.1	3.5	3.5	3.7	4.2	<<	4.2	4.8

TOTAL AUDIENCE {  
(Households (000) & %)

### CBS TV

CBS NFL FTBL GM 1  
VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST  
(-OP)

CBS NFL FTBL GM 2  
VARIOUS TEAMS AND TIMES(OP)  
MULTI-SEGMENT TELECAST

AVERAGE AUDIENCE {  
(Households (000) & %) 16.7\*  
SHARE OF AUDIENCE % 41\*  
AVG AUD BY ¼ HR. % 16.3

17.2	17.8	18.3	6.5	8.2	9.8	10.9	13.1	13.7	14.2	14.5	15.5	14.6	14.0	13.7
17.2	17.8	18.3	6.5	8.2	9.8	10.9	13.1	13.7	14.2	14.5	15.5	14.6	14.0	13.7

TOTAL AUDIENCE {  
(Households (000) & %)

### NBC TV

NFL FOOTBALL GAME 1-NBC  
VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST  
(-OP)

(1)  
(OP)

RELIGIOUS SERIES  
(SUS)

NBC NIGHTLY NEWS-SUN.

AVERAGE AUDIENCE {  
(Households (000) & %) 16.5\*  
SHARE OF AUDIENCE % 41\*  
AVG AUD BY ¼ HR. % 16.0

16.9	17.8	17.3	16.2	6.9	2.2									
16.9	17.8	17.3	16.2	6.9	2.2									

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
(See Def. 1)	40.7	41.0	40.6	40.6	41.3	41.2	41.1	42.0	43.2	43.3	46.6	49.3	48.6	49.8		
	42.5	43.8	45.4	45.8	46.1	46.1	45.7	45.8	44.7	45.8	48.8	50.4	50.1	51.6		

U.S. TV Households: 81,500,000  
(1) NFL FOOTBALL POST NBC, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																		
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.29AM	+GRID	30,560	37.5	15,730	19.3	36			32,760	40.2	19,970	24.5	42			
	2	9.00-12.00MD	-GRID															
		11.00																
		11.15								18.8*						37*		19.4
		11.30																18.3
		11.45								16.8*						40*		17.9
		12.00																15.7
		12.15								13.0*						38*		14.4
																		11.6
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.52- 9.53PM	9.45															
EVENING TUESDAY																		
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.55- 9.56PM	9.45															
EVENING WEDNESDAY																		
NBC NBC NEWS UPDATE-2-WED(SUS)	2	10.21-10.22PM	10.15															
EVENING THURSDAY																		
ABC NFL FOOTBALL SPECIAL(S)	1	8.30-11.40PM	+GRID 11.00	29,750	36.5	16,460	20.2	35	19.4									

# 10/5/57 NATIONAL TV AUDIENCE ESTIMATES

# OTHER PROGRAMS

DAY	WK	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																			
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45																
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45									6,520	8.0	6,520	8.0	15		8.0	
EVENING SUNDAY																			
ABC ABC SPORTSBRIEF-SUN		7.57- 7.59PM	7.45	12,470	15.3	11,650	14.3	25	14.3			9,050	11.1	8,310	10.2	17		10.2	
ABC ABC SUNDAY NIGHT MOVIE	2	8.00-10.25PM	-GRID 10.15									20,130	24.7	11,080	13.6	21		12.2	
														12.8*	20*			12.2	
ABC ABC NEWSBRIEF-SUN.	1	9.29- 9.30PM	9.15	17,440	21.4	17,440	21.4	35	21.4			10,510	12.9	10,430	12.8	19		12.8	
	2	9.50- 9.52PM	9.45																
ABC IT'S A LIVING-FEATURETTE(SUS)	2	10.55-11.00PM	10.45																
CBS CBS NFL FTBL GM 2	2	4.08- 7.09PM	-GRID 7.15									24,040	29.5	11,410	14.0	30		17.2	
														16.6*	32*			17.2	
CBS 60 MINUTES	2	7.23- 8.23PM	-GRID									24,450	30.0	16,790	20.6	35			
	1	7.35- 8.35PM	-GRID 8.15 8.30	25,020	30.7	17,600	21.6	37						19.6*	32*			17.7	
									20.9										
CBS ARCHIE BUNKER'S PLACE	2	8.23- 8.53PM	-GRID									13,200	16.2	11,650	14.3	22			
	1	8.35- 9.05PM	-GRID 8.45	17,030	20.9	14,260	17.5	29										14.6	
	1	8.35- 9.05PM	-GRID 8.45 9.00	17,030	20.9	14,260	17.5	29										14.6	
									19.1										
CBS ONE DAY AT A TIME	2	8.53- 9.23PM	-GRID									14,100	17.3	11,650	14.3	21			
	1	9.05- 9.35PM	-GRID 9.15 9.30	18,090	22.2	15,320	18.8	30										15.2	
									20.6										
CBS ALICE	2	9.23- 9.53PM	-GRID 9.45									14,100	17.3	12,800	15.7	23		16.2	
CBS NEWSBREAK-SUN.	2	9.21- 9.22PM	9.15									10,430	12.8	10,430	12.8	19		12.8	
CBS ALICE	1	9.35-10.05PM	-GRID 10.00	19,150	23.5	16,870	20.7	34	21.7										
CBS NEWSBREAK-SUN.	1	9.34- 9.35PM	9.30	14,590	17.9	14,590	17.9	29	17.9										
CBS JEFFERSONS	2	9.53-10.23PM	-GRID									15,570	19.1	13,120	16.1	25			
	1	10.05-10.35PM	-GRID 10.15 10.30	17,360	21.3	15,810	19.4	33										17.2	
									19.1										
CBS TRAPPER JOHN, M.D.	2	10.23-11.23PM	-GRID									17,440	21.4	12,710	15.6	29			
	1	10.35-11.35PM	-GRID 11.15 11.30	16,460	20.2	11,980	14.7	30						15.3*	32*			11.9	
									12.6										
NBC NBC NEWS UPDATE-2-SUN.		8.58- 8.59PM	8.45	7,990	9.8	7,990	9.8	16	9.8			19,320	23.7	19,320	23.7	36		23.7	
NBC NBC NEWS UPDATE-2-SUN.	1	9.54- 9.55PM	9.45	11,570	14.2	11,570	14.2	24	14.2										
NBC NBC NEWS UPDATE-2-SUNDAYS	2	10.02-10.03PM	10.00																



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## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45 10.00	13,040	16.0	13,040	16.0	27	14.3 15.2 21.1	M-F TU & W THU.	13,860	17.0	13,610	16.7	27	16.7 17.0	M-F TU-TH
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30 11.45	6,440	7.9	5,130	6.3	19	6.9 5.7	TUWF TUWF	6,280	7.7	4,970	6.1	18	6.8 5.4	TU-F TU-F
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.15AM	12.00	3,670	4.5	3,670	4.5	18	4.5	WED.	3,420	4.2	2,040	2.5	12	2.8	THU.
ABC CHARLIE'S ANGELS-12.00	2	12.00- 1.08AM	12.00 12.15 12.30 12.45 1.00											2.7*	11*	2.6 2.4 2.5 2.3	THU. THU. THU. THU.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,500	4.3	2,200	2.7	13	3.4	TUE.	2,930	3.6	2,200	2.7	14	2.9	TUE.
	2	12.00- 1.07AM	12.00 12.15 12.30 12.45 1.00				3.2*	14*	3.0 2.4 2.3 2.0	TUE. TUE. TUE. TUE.				2.8*	12*	2.8 2.8 2.6 2.5	TUE. TUE. TUE. TUE.
ABC FRIDAYS	1	12.00- 1.30AM	12.00	7,250	8.9	4,080	5.0	21	5.8	FRI.	7,340	9.0	4,080	5.0	19	6.2	FRI.
	2	12.00- 1.29AM	12.00 12.15				5.9*	20*	6.1	FRI.				5.7*	18*	5.3	FRI.
			12.30 12.45 1.00 1.15				5.2*	22*	5.4 5.0 4.1 3.7	FRI. FRI. FRI. FRI.				5.1*	20*	5.4 4.8 4.5 4.2	FRI. FRI. FRI. FRI.
ABC LOVE BOAT-12.00	2	12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00				3.9*	20*			3,500	4.3	2,200	2.7	14	3.1	WED.
														3.0*	13*	3.0	WED.
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.18-12.48AM	12.15 12.30 12.45	4,970	6.1	3,990	4.9	22	5.6 4.5 3.8	THU. THU. THU.				2.4*	14*	2.3 2.2	WED. WED.
ABC LOVE BOAT-12.00	1	12.15- 1.24AM	12.15 12.30 12.45 1.00 1.15	3,670	4.5	2,770	3.4	20	3.5 3.5 3.5 3.3 3.2	WED. WED. WED. WED. WED.							
ABC ABC NEWS:NIGHTLINE-MON	2	12.44- 1.14AM	12.30 12.45 1.00								3,910	4.8	3,340	4.1	24	5.0 4.3 3.8	MON. MON. MON.
ABC CHARLIE'S ANGELS-12.00	1	12.48- 1.56AM	12.45 1.00 1.15 1.30 1.45	3,420	4.2	2,280	2.8	20	3.0 3.0 3.0 2.7 2.4	THU. THU. THU. THU. THU.							
ABC ABC NEWS:NIGHTLINE MON	1	1.05- 1.35AM	1.00 1.15	3,590	4.4	3,020	3.7	24	4.5 3.4	MON. MON.							
CONT'D																	

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## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-MON-CONT'D																			
			1.30							3.1	MON.								
CBS NEWSBREAK-M-F	1	>	8.30	10,430	12.8	9,860	12.1	20	9.0	M-F									
	2	>	8.45						13.7	M-F	11,980	14.7	11,650	14.3	23	14.7	M-F		
CBS LATE MOVIE I		>	11.30	7,010	8.6	4,400	5.4	19	6.2	M-F	6,930	8.5	4,400	5.4	20	6.0	M-F		
			11.45				6.1*	18*	6.0	M-F				5.9*	17*	5.8	MTUWF		
			12.00						5.4	M-F						5.3	M-F		
			12.15				5.1*	20*	4.7	M-F				5.2*	20*	5.1	M-F		
			12.30						4.3	M-F						4.9	M-F		
			12.45						4.4	M-F				4.6*	25*	5.7	M-F		
			1.00													4.3	THU.		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	3,420	4.2	2,610	3.2	19	3.6	M-F	3,910	4.8	3,260	4.0	26	3.8	M-F		
			12.45				3.2*	18*	3.5	M-F				4.0*	24*	4.4	MTUWF		
			1.00						3.0	M-F						4.1	M-F		
			1.15				3.1*	20*	2.9	M-F				4.2*	27*	3.8	M-F		
			1.30													4.3	TH & F		
			1.45											2.9*	26*	2.8	TH & F		
			2.00													2.5	THU.		
		VARIOUS TIMES	(SUS)																
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	10,760	13.2	10,760	13.2	22	13.2	M-F	8,390	10.3	8,390	10.3	17	9.3	M-F		
NBC NBC NEWS UPDATE-2-M-F		>	9.15													14.1	WED.		
			9.45	10,680	13.1	10,680	13.1	22	13.1	MWF	9,130	11.2	9,130	11.2	19	9.4	TU&TH		
			10.15													12.9	THU.		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,620	11.8	5,790	7.1	24	8.6	M-F	9,130	11.2	5,540	6.8	24	7.8	M-F		
			11.45				8.0*	24*	7.4	M-F				7.5*	22*	7.1	MTUWF		
			12.00						6.4	M-F						7.0	M-F		
			12.15				6.2*	24*	6.0	M-F				6.5*	25*	6.1	M-F		
			12.30													5.7	THU.		
			12.45											5.4*	28*	5.2	THU.		
			1.00													4.5	THU.		
NBC SCTV NETWORK/90	1	12.30- 1.58AM	12.30	5,380	6.6	2,690	3.3	17	4.6	FRI.									
			12.45				4.1*	18*	3.6	FRI.									
			1.00						3.1	FRI.									
			1.15				3.0*	15*	2.9	FRI.									
			1.30						2.9	FRI.									
			1.45				2.7*	16*	2.4	FRI.									
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,100	3.8	2,610	3.2	17	3.5	M-TH	2,530	3.1	2,200	2.7	16	3.0	M-TH		
			12.45						3.0	M-TH						2.3	M-W		
			1.00													3.0	THU.		
			1.15													2.4	THU.		
			1.30													2.4	THU.		
			1.45																
NBC TOMORROW FRIDAY SPECIAL(S)	2	12.30- 1.49AM	12.30								4,320	5.3	2,200	2.7	12	3.9	FRI.		
			12.45											3.3*	13*	2.7	FRI.		
			1.00													2.5	FRI.		
			1.15											2.4*	11*	2.3	FRI.		
			1.30													2.1	FRI.		
			1.45													1.9	FRI.		

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## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TOMORROW COAST TO COAST-2		>	1.00	2,360	2.9	1,790	2.2	18	2.6	M-TH	1,870	2.3	1,220	1.5	14	1.8	M-TH		
			1.15				2.4*	17*	2.2	M-TH				1.6*	13*	1.3	M-W		
			1.30						1.9	M-TH						1.4	M-TH		
			1.45				1.7*	16*	1.8	M-TH				1.4*	14*	1.3	M-TH		
			2.00													1.7	THU.		
			2.15											1.6*	18*	1.5	THU.		
		VARIOUS TIMES	(SUS)																
DAY MONDAY-FRIDAY																			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	7,340	9.0	7,010	8.6	33	8.7	M-F	7,340	9.0	7,090	8.7	32	8.7	M-F		
	2	1.57- 1.59PM	1.45														M-F		
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F		
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								11,170	13.7	7,820	9.6	29	8.5	WED.		
			4.45											8.9*	28*	9.4	WED.		
			5.00											10.2*	30*	10.2	WED.		
			5.15																
CBS SUMMER SEMESTER(SUS)	1	6.30- 7.00AM	6.30							M-F									
CBS SUMMER SEMESTER MWF(SUS)	1	6.30- 7.00AM	6.30							M-F									
CBS SUNRISE SEMESTER(SUS)	2	6.30- 7.00AM	6.30														M-F		
CBS SUNRISE SEMESTER MWF(SUS)	2	6.30- 7.00AM	6.30														M-F		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,080	5.0	3,990	4.9	24	4.9	M-F	4,480	5.5	4,240	5.2	26	5.2	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,050	6.2	4,890	6.0	20	6.0	M-F	5,050	6.2	4,810	5.9	19	5.9	M-F		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,420	4.2	3,020	3.7	24	3.7		2,690	3.3	2,280	2.8	23	2.8			
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,890	6.0	4,320	5.3	24	5.3		6,360	7.8	5,620	6.9	29	6.9			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	4,890	6.0	4,160	5.1	22	5.1		5,220	6.4	4,890	6.0	26	6.0			
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	5,130	6.3	4,560	5.6	25	5.6		4,320	5.3	3,990	4.9	21	4.9			
ABC NCAA FOOTBALL GAME	2	12.13- 3.26PM	-GRID								17,280	21.2	6,600	8.1	28				
			3.30													2.4			
ABC NCAA FOOTBALL PRE GAME	2	12.00-12.13PM	-GRID								4,240	5.2	4,080	5.0	21				
	1	1.30- 1.44PM	-GRID	7,740	9.5	7,250	8.9	33											
ABC NCAA FOOTBALL POST GAME	2	3.37- 3.47PM	3.30								6,760	8.3	6,030	7.4	23	7.6			
			3.45													4.8			
	1	4.50- 5.00PM	4.45	9,050	11.1	9,290	11.4	33	11.4										
CBS SUMMER SEMESTER SAT(SUS)	1	6.30- 7.00AM	6.30																
CBS SUNRISE SEMESTER SAT(SUS)	2	6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,830	4.7	3,590	4.4	31	4.4		2,850	3.5	2,610	3.2	22	3.2			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,100	3.8	2,930	3.6	19	3.6		3,590	4.4	3,420	4.2	23	4.2			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,400	5.4	4,160	5.1	23	5.1		4,480	5.5	4,240	5.2	24	5.2			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,790	7.1	5,620	6.9	30	6.9		6,110	7.5	5,870	7.2	31	7.2			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,600	8.1	5,950	7.3	31	7.3		6,280	7.7	5,710	7.0	27	7.0			

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## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,950	7.3	5,460	6.7	28	6.7			7,170	8.8	6,680	8.2	33	8.2		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,890	6.0	4,650	5.7	23	5.7			6,190	7.6	5,870	7.2	29	7.2		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,890	6.0	4,560	5.6	23	5.6			5,710	7.0	5,130	6.3	23	6.3		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,730	5.8	4,240	5.2	19	5.2			4,890	6.0	4,400	5.4	18	5.4		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,160	5.1	3,910	4.8	17	4.8			4,810	5.9	4,400	5.4	18	5.4		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,360	2.9	2,280	2.8	21	2.8			2,610	3.2	2,530	3.1	23	3.1		
NBC ASK NBC NEWS-09:28AM		9.28- 9.30AM	9.15	5,220	6.4	4,970	6.1	28	6.1			5,130	6.3	4,890	6.0	28	6.0		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,080	5.0	3,750	4.6	20	4.6			3,990	4.9	3,750	4.6	21	4.6		
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,240	5.2	3,910	4.8	21	4.8			3,180	3.9	3,100	3.8	16	3.8		
NBC ASK NBC NEWS 12:28PM		12.28-12.30PM	12.15	3,420	4.2	3,340	4.1	17	4.1			3,340	4.1	3,260	4.0	15	4.0		
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	-GRID	2,280	2.8	1,960	2.4	8				3,260	4.0	3,100	3.8	13	3.8		
	2	2.00- 2.17PM	-GRID																
			2.15						2.2										
NBC SPORTS FILL-NBC(SUS)	2	5.20- 5.28PM	5.15																
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.03AM	-GRID	1,790	2.2	1,300	1.6	7				1,870	2.3	1,390	1.7	8			
	2	10.30-10.58AM	-GRID																
			10.45						1.8								1.9		
			11.00																
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	1,470	1.8	1,300	1.6	7	1.6			1,710	2.1	1,550	1.9	8	1.9		
ABC ANIMALS/ROCK(SUS)	1	11.55-11.59AM	11.45																
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45																
CBS CBS NFL FTBL GM 1	1	1.00- 4.11PM	-GRID	26,650	32.7	12,880	15.8	44											
			4.00						14.2										
			4.15						10.3										
			4.30						<<										
CBS CBS NFL FTBL POST	1	3.51- 4.00PM	3.45	5,300	6.5	4,160	5.1	13	5.1										
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 4.19PM	-GRID									25,350	31.1	12,230	15.0	40			
			4.15														7.5		
			4.30														<<		
NBC NFL FOOTBALL POST-NBC	1	4.06- 4.19PM	4.00	6,600	8.1	6,110	7.5	18	8.2										
			4.15						5.3										